

I accept your nomination for President. I mean, I mean to run hard, to fight hard, to stand on the issues—and I mean to win.

And we're going to win. Senator Dan Quayle is a young leader who has become a powerful voice in preparing workers for the labor force. I'm proud to have him on my side.

But America is not alone

And I don't hate government. A government that remembers that the people are its master is a good and needed thing.

And I hope to stand for a new harmony, a greater tolerance. We've come far, but I think we need a new harmony among the people of our country. We need to move into a new century, leave that behind.

The leaders of this new century will be the ones who help us move forward. They will be the ones who will lead us into a new era. And I won't rest until we have done what we can do. And I'll push, and I'll again. And I'll

And I'm the one who will not raise taxes. My opponent, my opponent now says, my opponent now says he'll raise taxes. And I won't raise taxes. And I'll push, and I'll again. And I'll

The truth is, the truth is about the beliefs we values that we honor and

**\$3.50
Cheap!
March
1993**

S U P E R S P E C I A L

Americans in their 20's and 30's, member, who bare the days of gas lines and price controls. And now the young people are starting careers. And to those young people I say, "You have the opportunity you deserve, and I'm not going to let them take it away from you."

Let me, let me tell you more, let me tell you more, let me tell you more about the mission of the American people: 30 in 8-thirty years. Every one of our children deserves a first-rate school.

The fact is prosperity is a pure gift to allow us to pursue the better angels, to give us the strength to grow. Prosperity means taking your idealism and making it concrete by certain acts of goodness.

of economic opportunity, a sense of expansion

I will keep America moving forward, always forward—for a better America, for an excess, a richness, a thousand hours a day, a thousand hours a week.

Our mission is to bring our people across overwhelming challenges. The challenges are great, but the challenges are great.

And look at the world on this bright August night. The spirit of democracy is sweeping the Pacific rim. China feels the heat of change. New democratic movements are spreading across South America. In all of these nations but one, force of an idea: Freedom works.

You're right. I'm not from you. There are millions of Americans who were brutalized by inflation. We arrested it, and we're not going to let it out on us again.

And I am going to stop ocean dumping. Our beaches should not be garbage dumps and our harbors should not be trash traps. And we have to stop acid rain.

And I am going to stop ocean dumping. Our beaches should not be garbage dumps and our harbors should not be trash traps. And we have to stop acid rain.

I know the liberal Democrats are worried about the economy. They're worried it's going to remain strong. I know they're worried about the environment. I know it's not perfect in this country. There are people who haven't tasted the fruits of the ex-

eritage. And I see America, a unique nation with a

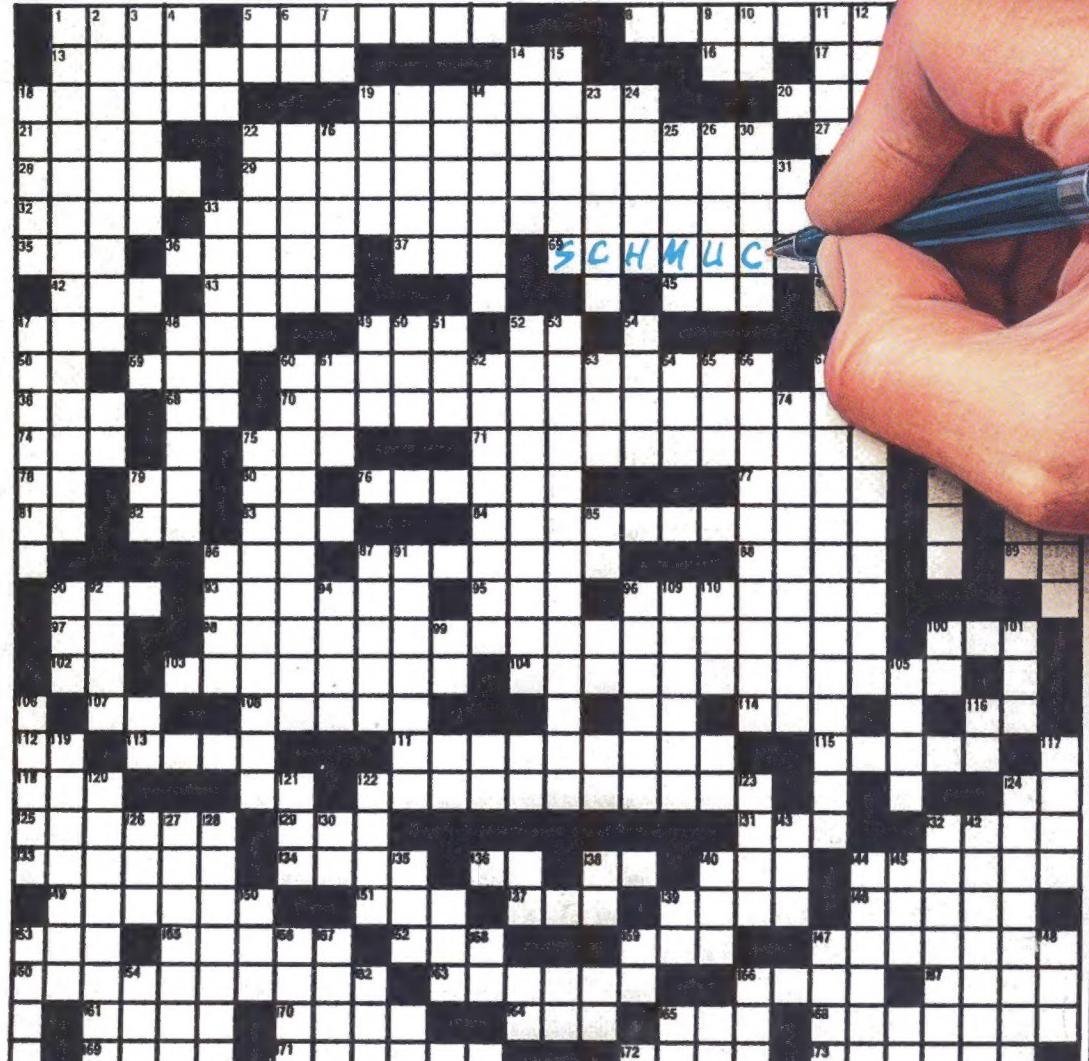
But what we must we're to be responsible, sionate, is that economic key to our endeavors.

I want growth that stays that touches, finally, from the hollows of the sunlit streets of the suburbs of Chicago to the fields of New York, and the fields of Oklahoma to the Great Plains.

And can we do it? Of course. We know how. We've done it—if we continue to current rate, we will be able to produce 30 million jobs in the next four years. We will do it.

MAD GAMES, PUZZLES & Other Wastes of Time

- 59 Greek for Acropolis
3 Opposite of Potrzebie
66 Short for midget
29 Kaputnik
91 Inventor of steam bowtie
38 Same as Qwerty
39 No clue
40 Ugly baby ie
6 William Gaines convicted of this in 1967
72 Axolotl
61 Ben Crenshaw's caddy
27 Merry Christmas and a — New Year (8 words)
69 Latest Supreme Court Justice appointee
19 Max —
20 — Korn
49 Many (pl.)
9 NY Dentures, etc.



told in different ways, basically the same story, change. On Saturday afternoons, there was a song and dance round robin" from the play "Giant". happy children and adults. James Warhola autographed his book "The Tinderbox" and "The Tailor". The illustrations are fun, magic and fantasy. Their pixie quality that creates a feeling for the reader. James not only signed the books, he chatted and took time to individualized sketches for those who wanted them. Finding Warhola's books come a sad. I was delighted.



UPC Symbol
Ruins Another Cover

Recycling Nightmare

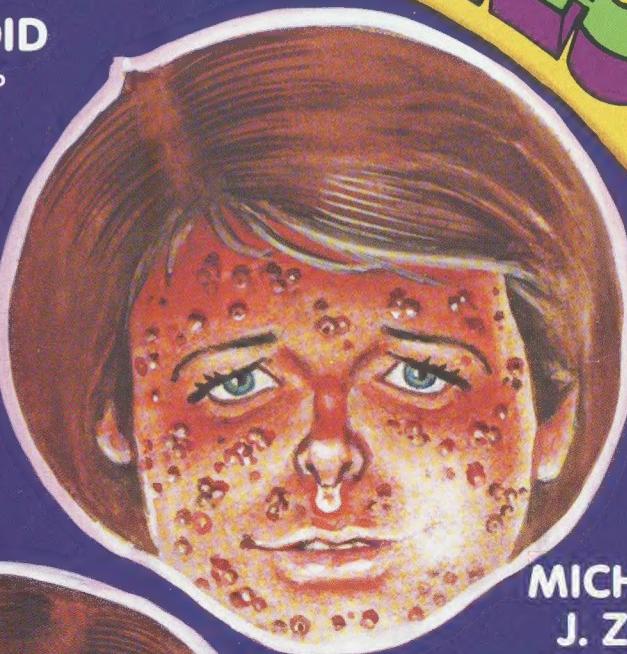
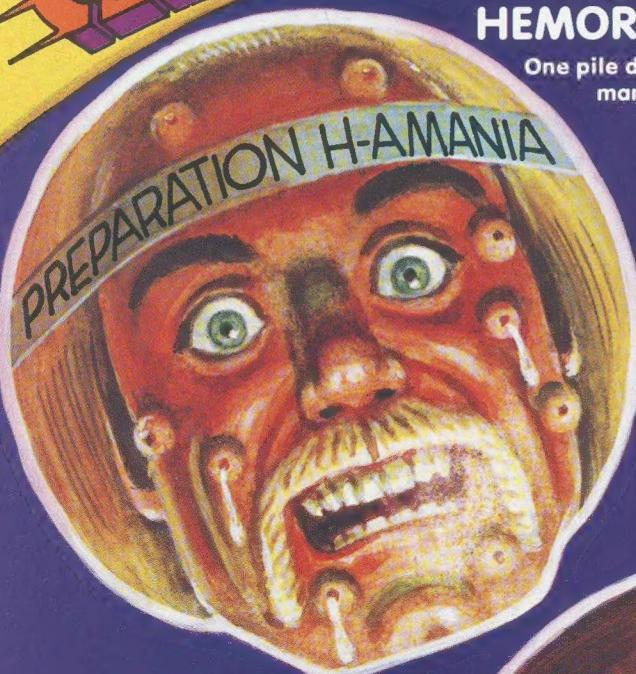
96 Pages in New MAD Super Special

discreetly hid-
itions among the
curious crowd
of "The Tinder-
Box" received
able to an loved

MAD CELEBRITY MADBALLS

HULK
HEMORRHOID

One pile driver too
many!



MICHAEL
J. ZITS

TV actor goes from
hackneyed to acne!

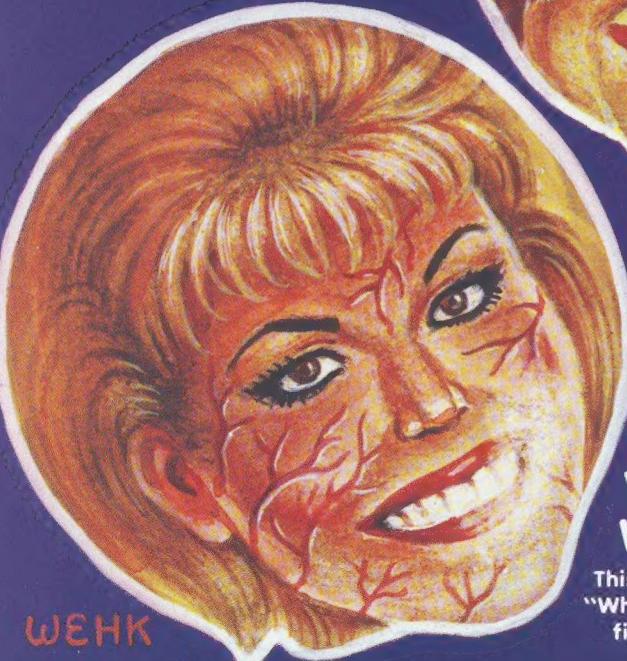
MARY LOU
RETINA

Scored a perfect
20-20 with the gross
judges!



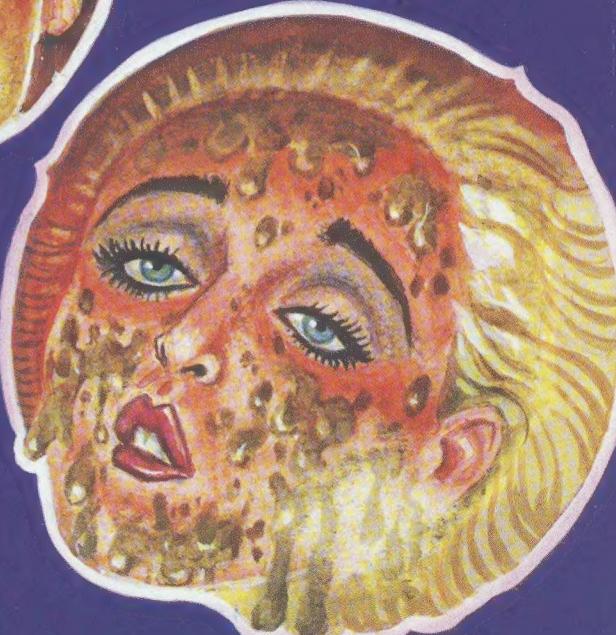
MUDONNA

Like our dirty
version? Sean Pig
Penn does!



VEINY
WHITE

This Miss Fortune
"Wheel" make you
filthy wretch!



WEHK

GAMES, PUZZLES & OTHER WASTES OF TIME



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FRONT COVER ARTIST: JAMES WARHOLA FRONT COVER WRITER: GEORGE BUSH

WILLIAM M. GAINES fearless leader

NICK MEGLIN dwjm

JOHN FICARRA vanilla thunder

LEONARD BRENNER garlic junkie

THOMAS NOZKOWSKI untitled

CHARLIE KADAU minister of tardiness

JOE RAIOLA annoying little man

DICK DE BARTOLO regis's house boy

ANDREW J. SCHWARTZBERG the eastside eel

CONTRIBUTING ARTISTS AND WRITERS philanthropists and philanderers

I'm Leeward McKingpin, senior partner of McKingpin, Barfman, Shady & Muzak!

My colleagues here are a true cross-section of L.A.—four horny guys, three sex-crazed nymphos, one cheating husband and a token airhead! They perform extremely well, except, of course, when their work gets in the way!

I'm Mydol Muzak, a sincere idealistic attorney! My morals would be an absolute turnoff, except that the producers have involved me in a hot-and-heavy romance with Glaze Van Open! We've been making it together ever since I asked her to come up and see my briefs!



I'D LIKE TO SUE CROCODILE DUNDEE! HE KILLED MY OL' MAN!

I'm Drabby Percodan! I always felt being a lawyer would give me a chance to provide equal justice for all and make the world a better place! OK! OK! So I was a young and foolish schmuck! So sue me!

ONLY IN AMERICA DO WE LET A CROOK OUT ON BAIL AND LOCK UP THE JURY.

What's the last group of professionals you'd expect to see glorified on network television? How about lawyers? In real life they come off

LA

The Erot

I'm Glaze Van Open, your typical sultry, sensual deputy D.A.! I admire Mydol for his incredible technique! And I'm sure he's very good at law, too!

I'm Vigoro Cementhead! I defend low-lifes like arsonists, drug dealers and rapists—and thanks to my knack for finding legal loopholes, they all go free! What I wanna know is, when are the cops gonna get around to cleaning up this rotten city?

I LOVE SLIDING DOWN THE BARRISTER!



ARTIST:

MORT DRUCKER

as dull, plodding clods. but on television they are loaded with lust, and hot-to-trot! Which is why this lawyer's show should be called...

EW

ic State

I'm Antsy Calcium and I'm not just another pretty face! I'm regarded around the court as a brilliant defender with an astute legal mind! Even though some judges can be such sillies!

I'm Stupor Microwits, or "Mr. Charisma!" I may not seem exciting, but I make up for it by being a short, overweight tax lawyer! My affair with Antsy is going great ever since I showed her how my short form compliments her long form!

I'm Carnie Banger! I joined the firm as a divorce lawyer after majoring in Creative Lechery at USC! I've handled 31 divorce cases this year—28 of which I caused!



I'm Rockhead Malomar, Carnie's secretary! I'm gullible and naive and I believe everything Carnie says—even when he's using me for his own devious, sleazy ends! Still, I could be a lot worse off! I could be one of Carnie's clients!

IF CRIME DID NOT PAY, LAWYERS WOULD NEVER BECOME POLITICIANS!

I'm Rugless Barfman! I'm ruthless, relentless and devoid of all human compassion. After all, SOMEBODY here has to come off as a REAL lawyer!

IIIQAT DRUCKER

DID YOU PLEAD THE FIFTH?
NO, I PLEADED THE WHOLE CASE!



Alright people, listen up! No goofing off! We've got our usual nine subplots going at once so everybody look busy! That way, all the confusion will cover up our gaffs in taste and credibility!

So what's my subplot this week, Lee-ward?

Stupor, you pour out your jealous passion for Antsy!

I've been doing that for months! When do I get to show my legal brilliance and win a really big tax-fraud case?

On the day viewers start getting turned on by long term capital gains!

What I can't understand is why there's no laugh track on this show.

Laugh tracks are used only on superficial shows that make a joke of the real world with far-fetched plots and titillating sex... er ... I see what you mean! Malomar, go down to the video store and get us a laugh track!



This is a law office so let's be lawyers! Mydol, you billed a client \$2,000 for "Immersible Research!"

Right! Glaze and I discussed the case while fooling around in her hot tub!

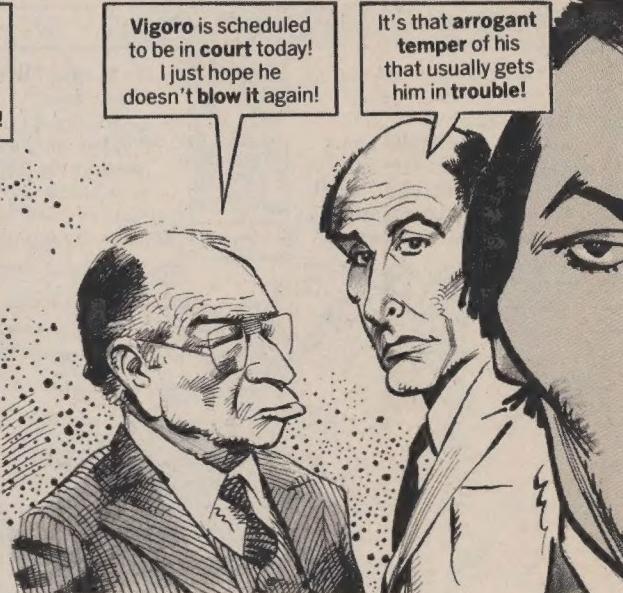
You're charging a client \$2,000 for THAT!?

How about \$4,000?

Now you're talking like a lawyer!

Vigoro is scheduled to be in court today! I just hope he doesn't blow it again!

It's that arrogant temper of his that usually gets him in trouble!



Your honor is familiar with the case of Smith vs. Forbush!

Yes, I am!

Think you're smart, huh? How about Connors vs. Lendl?

I don't really know...

What about Valenzuela vs. Gooden?

Let me think...

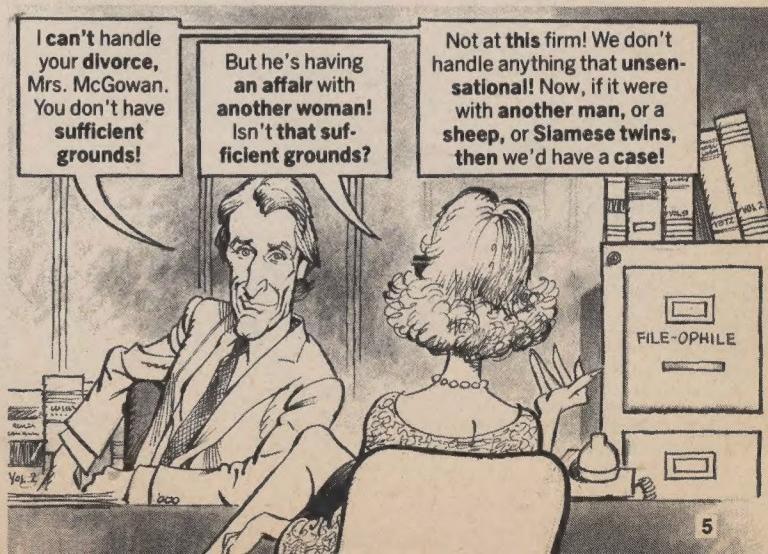
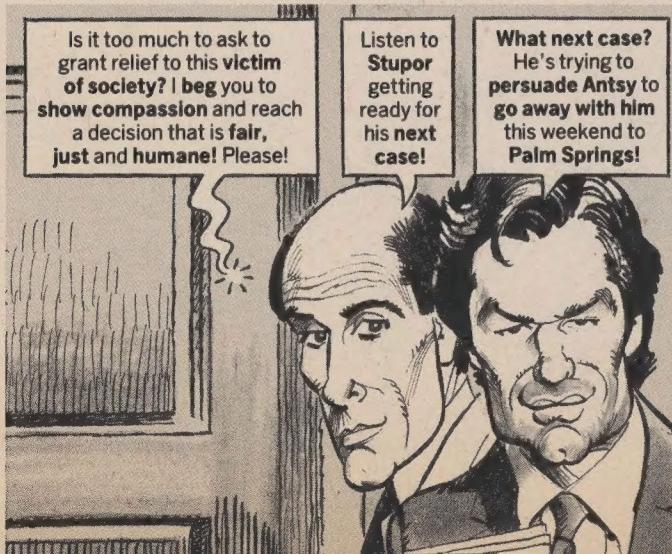
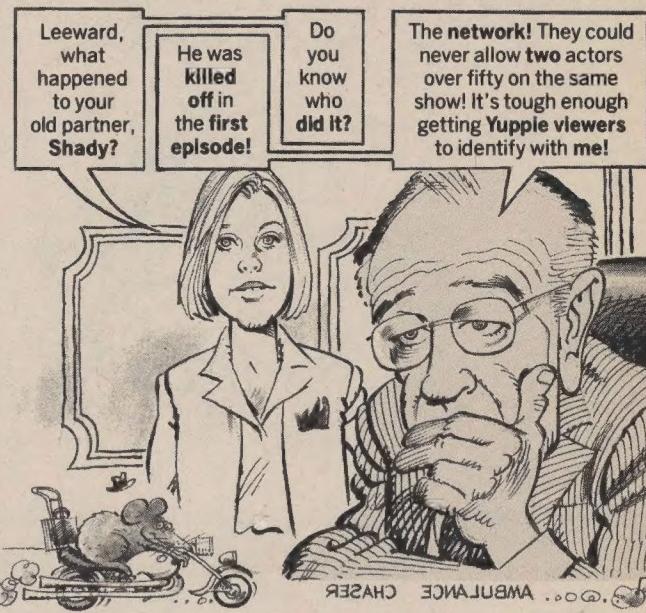
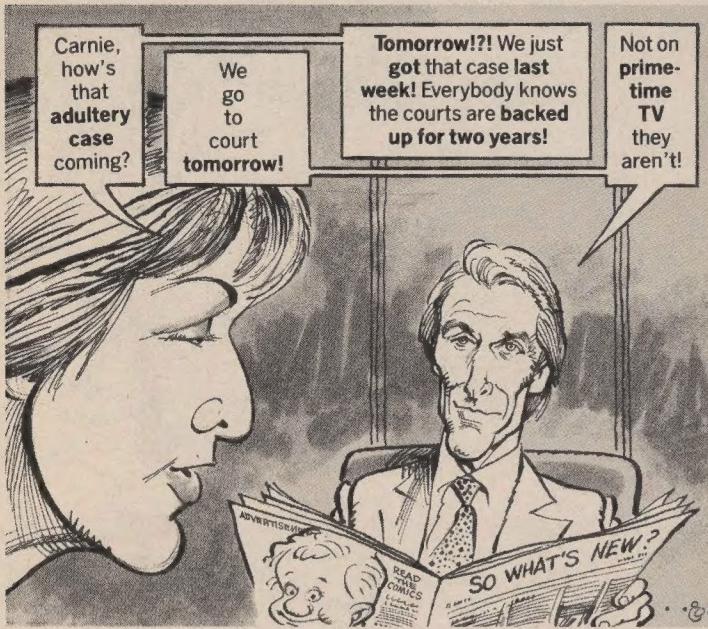
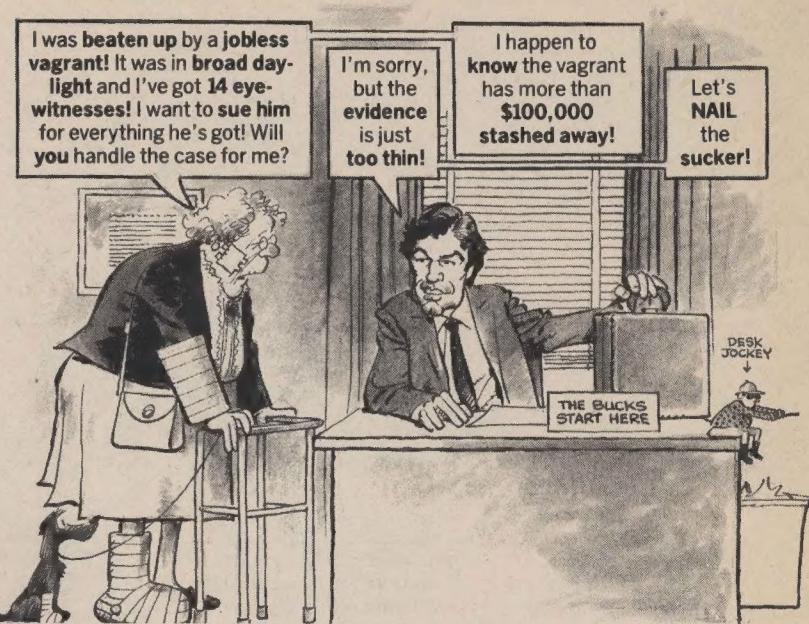
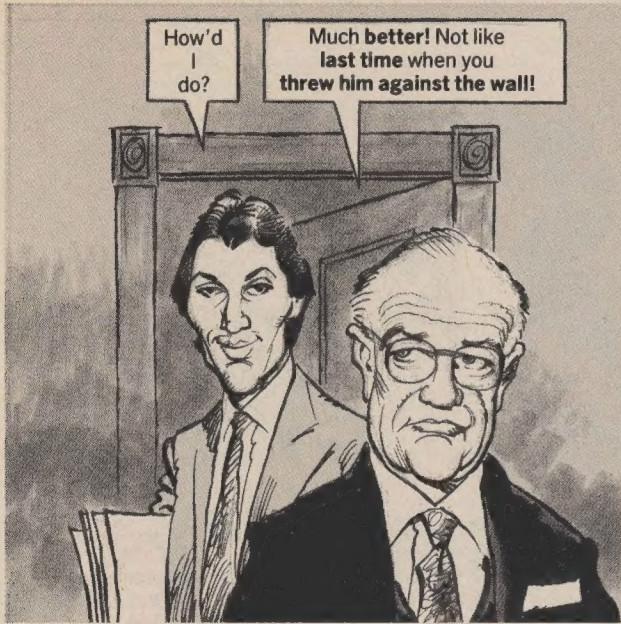
How about Simms vs. Elway? Carson vs. Rivers? Vegas vs. Atlantic City? Anacin vs. Tylenol? Butter Pecan vs. Pistachio? Extra Crispy vs. Original Recipe???

Er-well, that is...

You don't know NOTHIN' Judge! YOU STINK!

YO!
HOW ABOUT ROCKY VS. RAMBO?





Drabby, since you're rather new here, let me quiz you on some of the finer points of law! I'll give you the answer, you give me the question!

Here's the first answer: "Technically"!

What is the easiest way to get a killer off?

Right! Now try this one: "Dismissal"!

What does a lawyer ask for after he's messed up in court?

Right again! How about, "Appeal"!

What nets a lawyer twice the fees by pursuing a worthless cause?

It sounds just like the TV game show "Jeopardy" where people risk huge sums of money and can wind up with virtually nothing!

That's our legal system, all right! Except here, it's no game!



If it please Your Honor, I wish to introduce **prima-facie** evidence based on an **ipso-facto, quid-pro-quo affidavit** affecting the writ of **habeus-corpus**!

Counselor, you're in contempt of show!

But, why ... ?

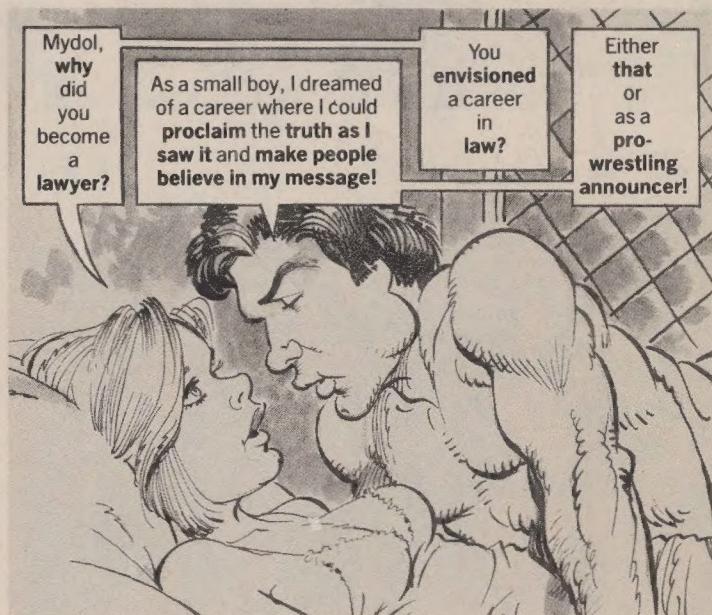
You want us cancelled? We could lose 20 million viewers with that mumbo-jumbo Latin crap!

Mydol, why did you become a lawyer?

As a small boy, I dreamed of a career where I could proclaim the truth as I saw it and make people believe in my message!

You envisioned a career in law?

Either that or as a pro-wrestling announcer!



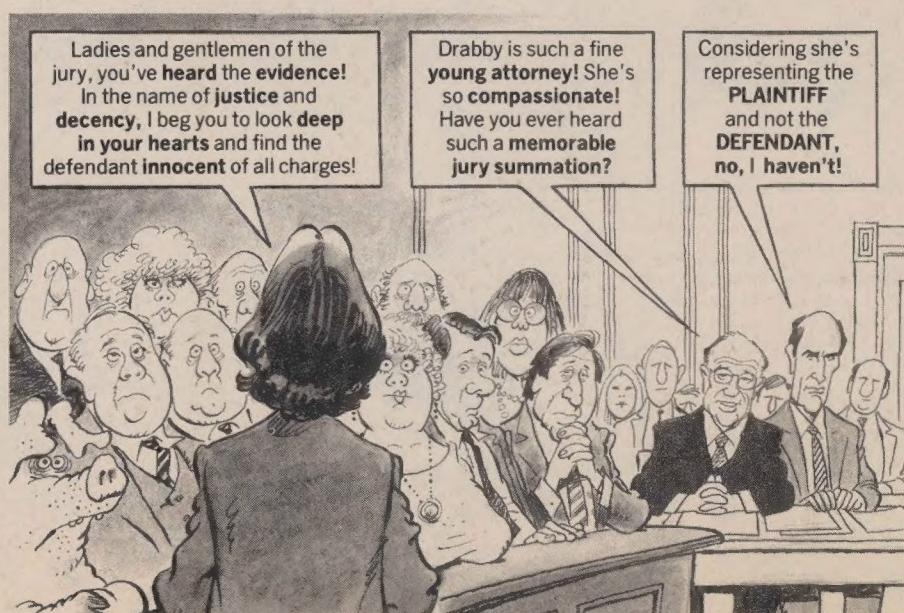
I just love it when you talk about law while we're in bed!

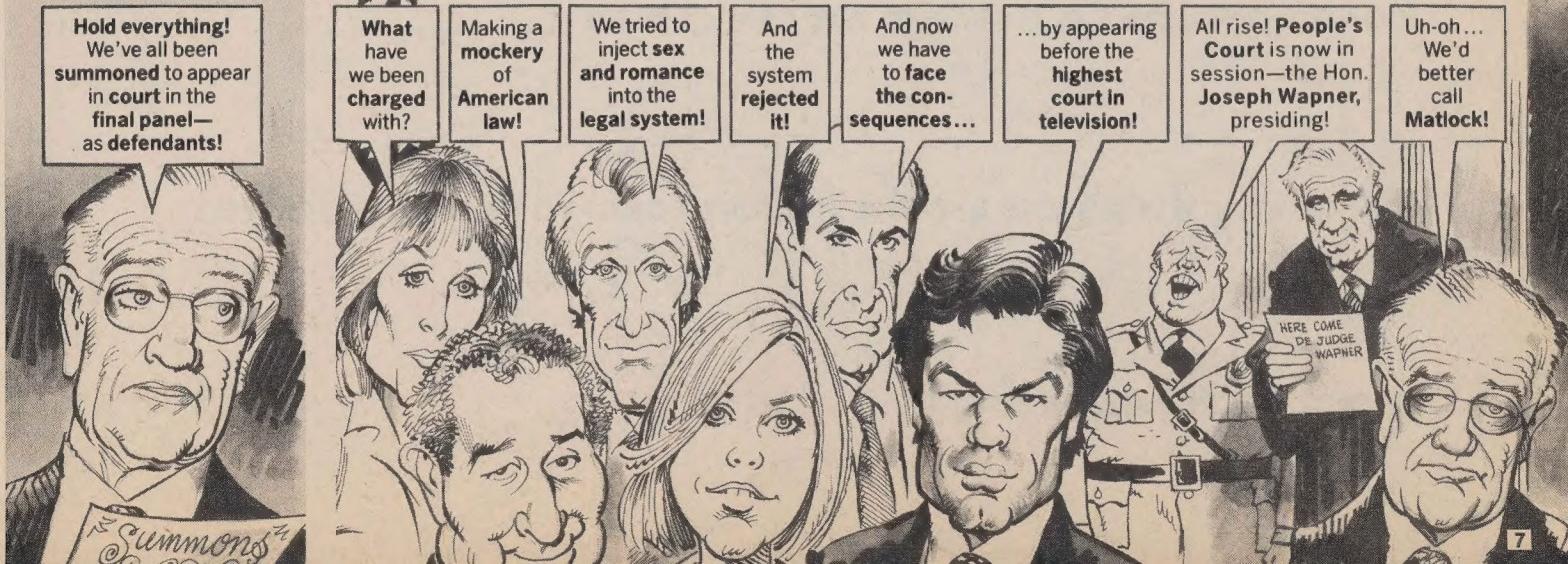
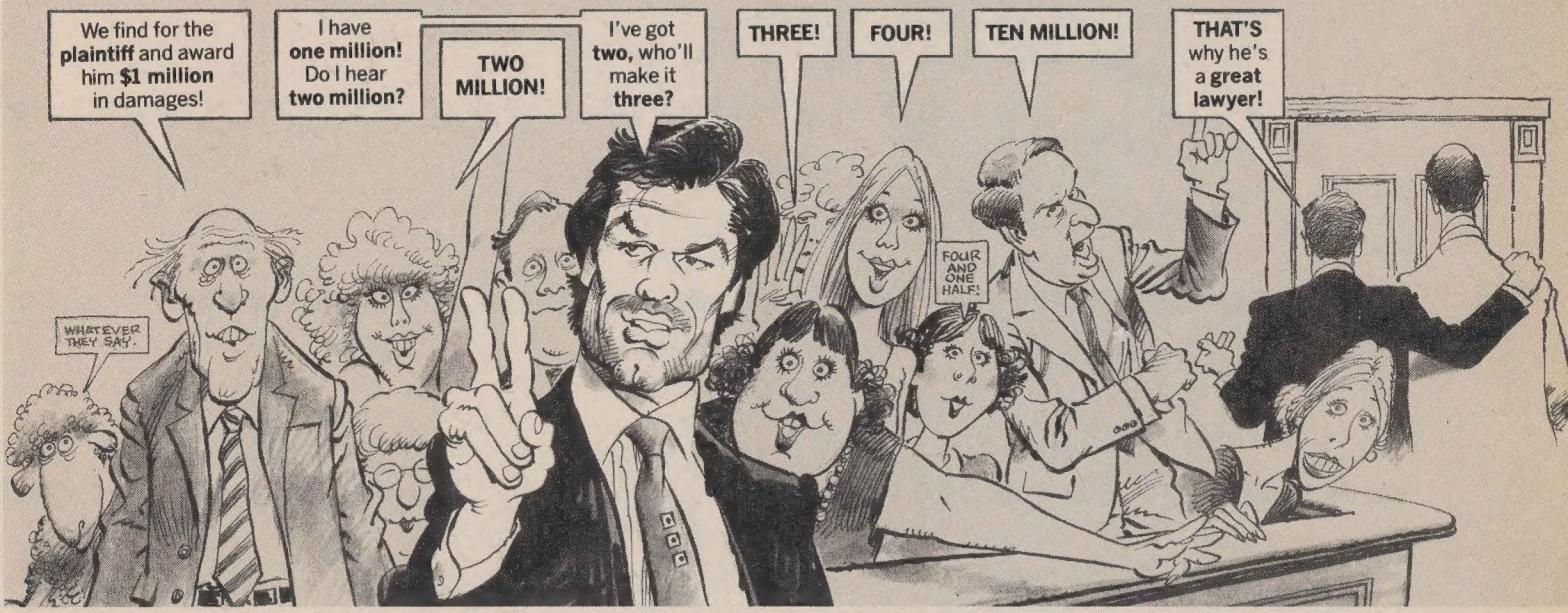
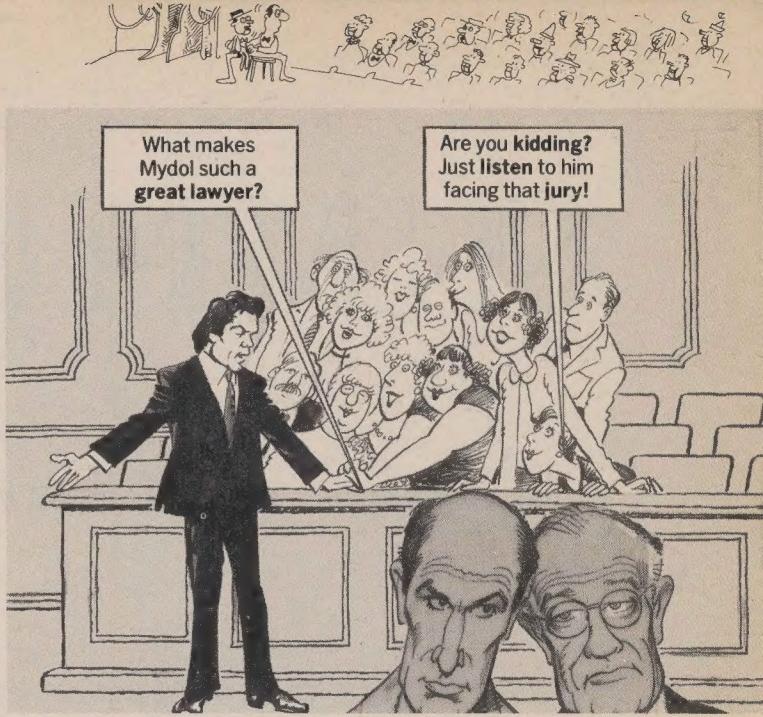
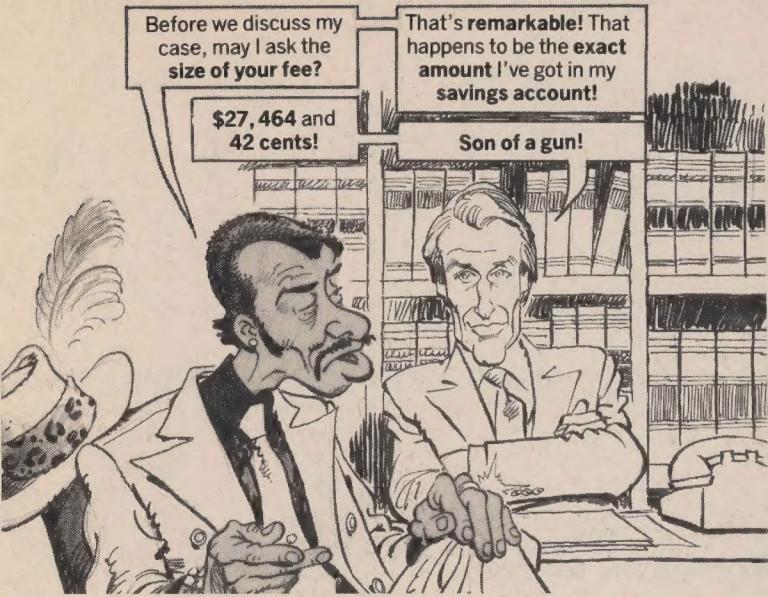
Yeah! I just hope you'll feel the same way when you get my bill for consultation!

Ladies and gentlemen of the jury, you've heard the evidence! In the name of justice and decency, I beg you to look deep in your hearts and find the defendant innocent of all charges!

Drabby is such a fine young attorney! She's so compassionate! Have you ever heard such a memorable jury summation?

Considering she's representing the PLAINTIFF and not the DEFENDANT, no, I haven't!





WE'RE IN HEAT DEPT.

Budding trees signal spring, changing leaves indicate autumn, and heavy snow means winter. But what about that other season—how can we tell when it begins? Beach parties? Picnics?

SUMMER HAS A

...LITTLE KIDS SELL LEMONADE FOR 5¢ A GLASS, COMPLETE WITH SAND AND DROWNED

FOR FREE MEALS ENROUTE TO RESORTS YOU CAN'T AFFORD

SURFBOARD



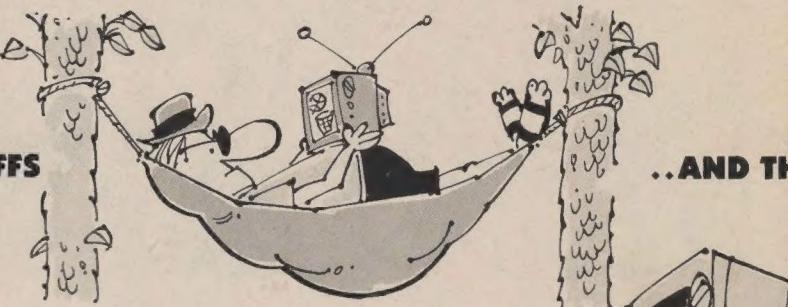
FOR NO REASON EXCEPT THAT THE OIL COMPANIES KNOW YOU'LL PAY MORE IN WARM

HAVE BEEN CUT FROM THE NBA PLAYOFFS



...AND YOU RUN OUT OF DENTAL FLOSS TRYING

CONDITIONER ON THE FIRST DAY YOU REALLY NEED IT



UP THE STORM WINDOWS BECAUSE IT'S TIME AGAIN TO PUT UP THE SCREENS

TICKET PRICES REMAIN SKY-HIGH



...AND TV NETWORKS

Think again! (And while you're at it, throw another shrimp on the barbie!) MAD has some other signs in mind... warning signs! The signs that mean three months of torture! You know that

ARRIVED WHEN...

ARTIST: PAUL COKER

WRITER: TOM KOCH

ANTS



...AND DISTANT RELATIVES UNEXPECTEDLY DROP BY



...AND YOUR LOCAL YUPPIE REPLACES THE SKI RACK ON TOP OF HIS BMW WITH A



TO DISLodge PIECES OF CORN-ON-THE-COB



...AND GAS PRICES GO UP

WEATHER.



YES, SUMMER'S HERE...WHEN ALL BUT 8 TEAMS

THE ELECTRIC CO. ASKS YOU TO HELP AVERT A POWER FAILURE BY TURNING OFF YOUR AIR

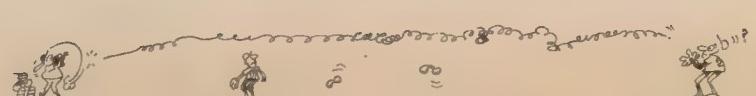


...AND YOUR FAMILY STOPS BUGGING YOU TO TAKE DOWN THE SCREENS AND PUT



...AND ROCK CONCERTS MOVE OUTSIDE TO BIG STADIUMS, BUT

BEGIN BRAGGING ABOUT THEIR NEW FALL LINEUP-DURING JUNKY RERUNS OF THE SHOWS



THEY RAVED ABOUT LAST YEAR.



IT'S DEFINITELY SUMMER...WHEN

YOU STOP SETTING YOUR ALARM FOR SCHOOL, BUT THE IDIOT NEXT DOOR WAKES



...AND YOUR

YOU EVEN EARLIER WITH HIS LAWN MOWER



MACHINE ...AND DAD SAYS HE'LL SPEND HIS VACATION BECOMING

YOUR PAL AS THE TWO OF YOU PAINT THE GARAGE TOGETHER



...AND PARK RANGERS REPORT THAT THE THREAT OF FLOODS HAS BEEN REPLACED BY



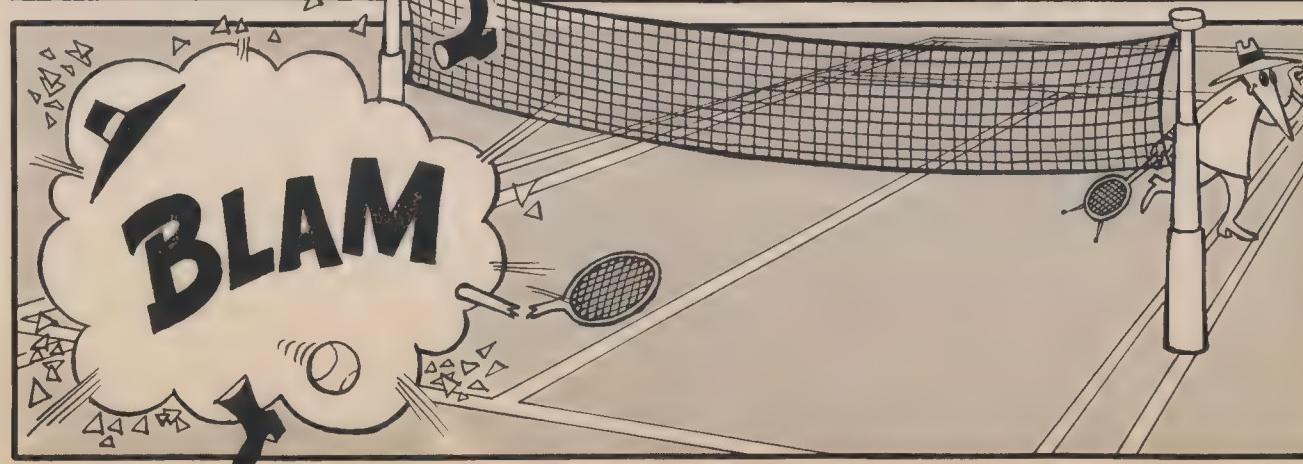
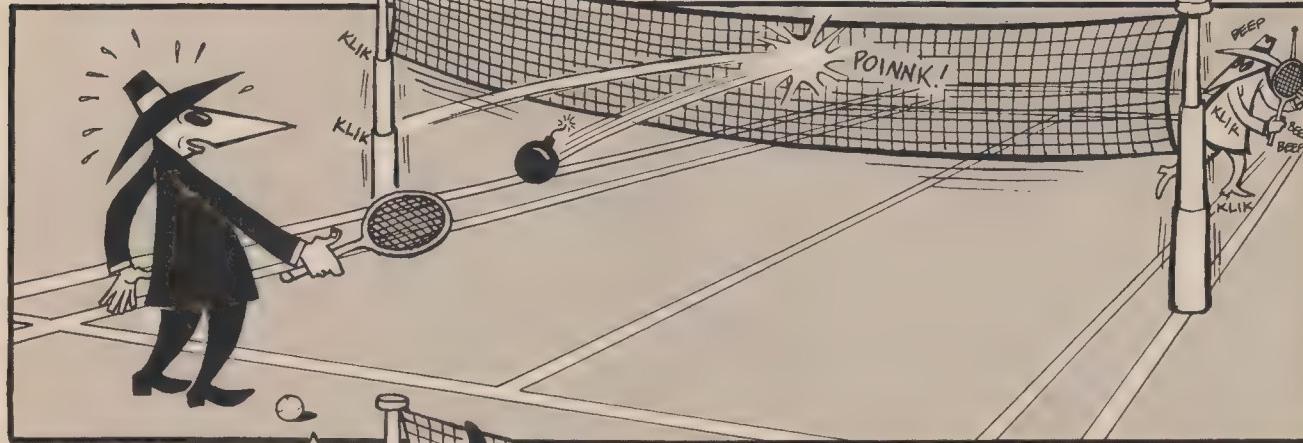
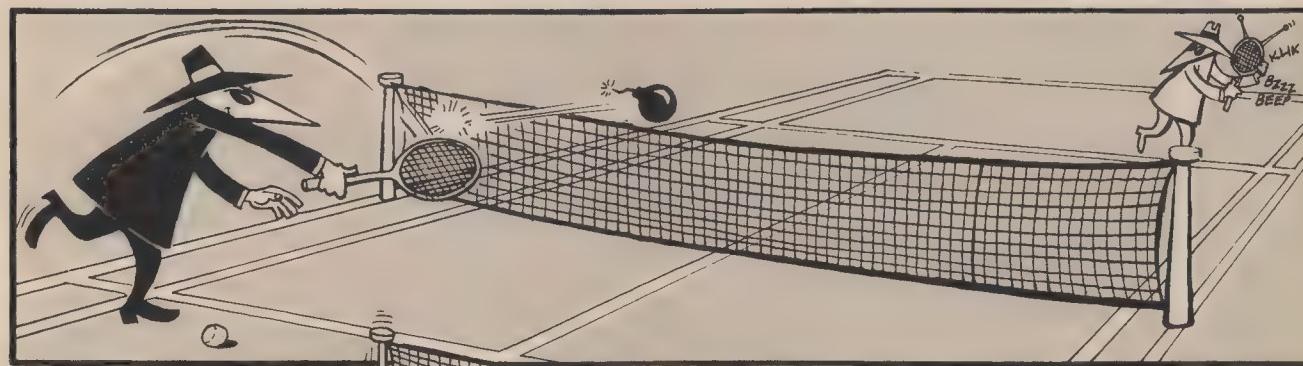
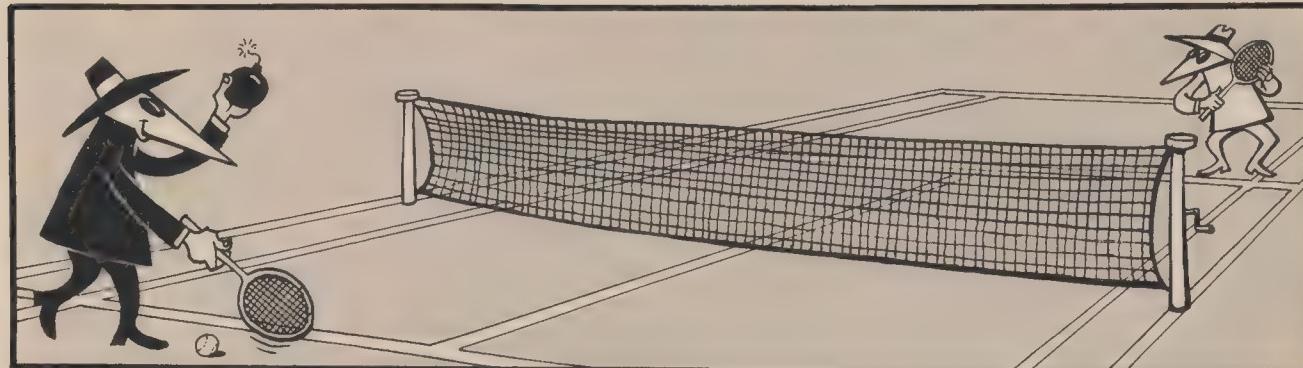
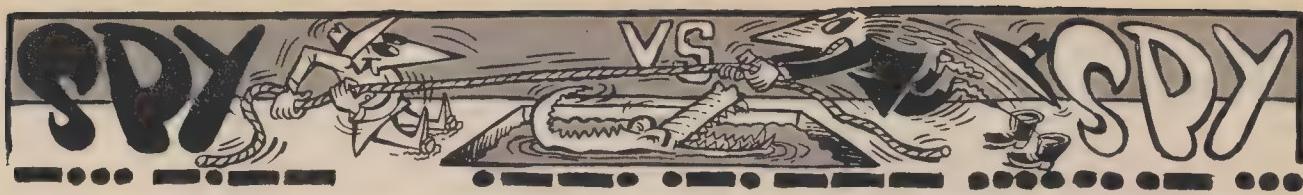
THE THREAT OF BRUSH FIRES

...AND OVER-EAGER MERCHANTS RUIN



YOUR VACATION BY STARTING THE FIRST BACK-TO-SCHOOL SALES.





A SERVING OF SPARE FIBS DEPT.

We all do idiotic, embarrassing things. Then we try to blab our way out with excuses that are even more idiotic. Why? Because when you wait till the last minute, you concoct lousy

MAD'S ALIBIS FO

TO POLICE

ARTIST: JACK DAVIS

WRITER: TOM KOCH



TO COACHES



TO EMPLOYERS



lies! So we say, "Be prepared!" Memorize some good alibis! But don't be caught reading this article—because we won't be able to help you! *That* kind of goof-up is not covered in...

R ALL OCCASIONS

TO PARENTS



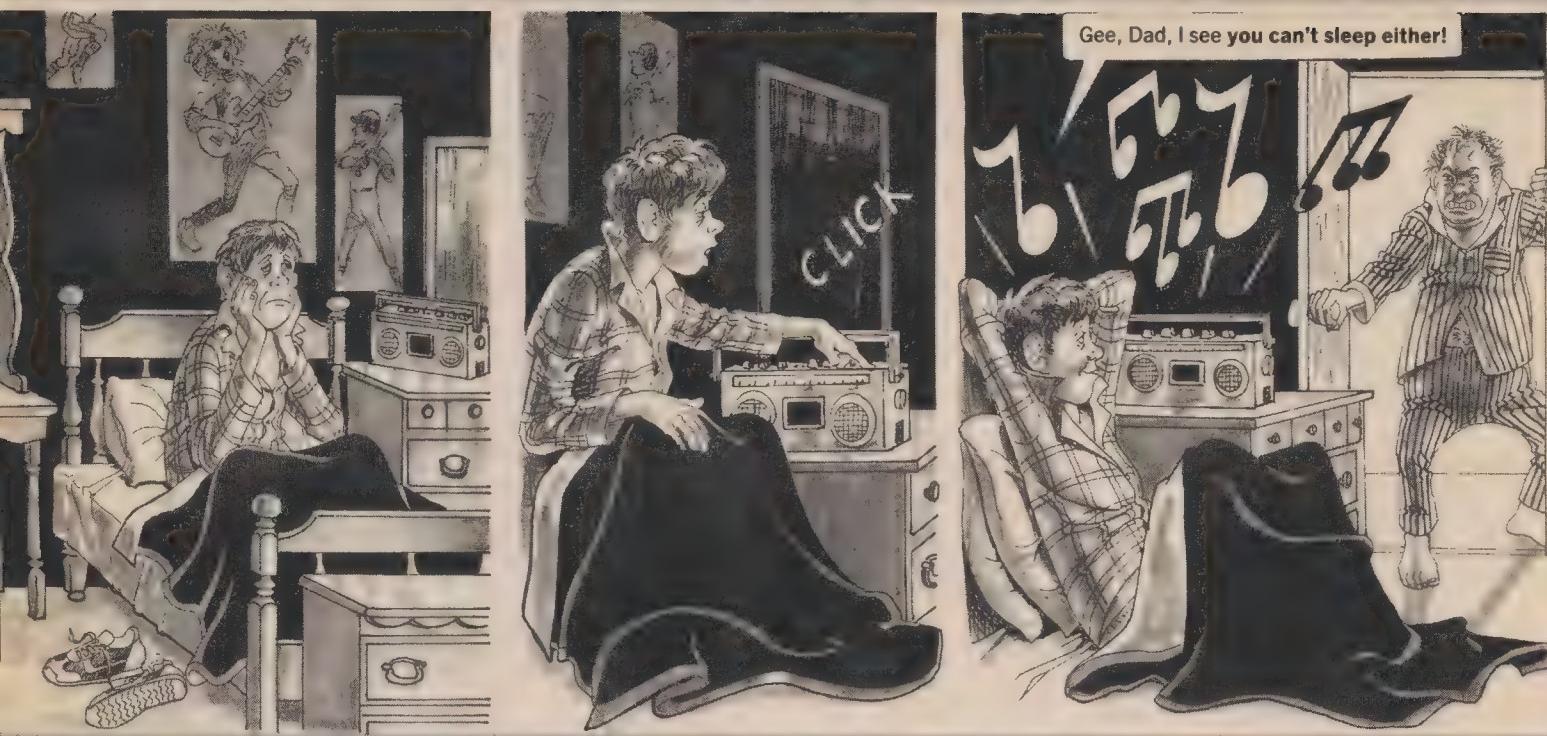
TO SWEETHEARTS



TO TEACHERS



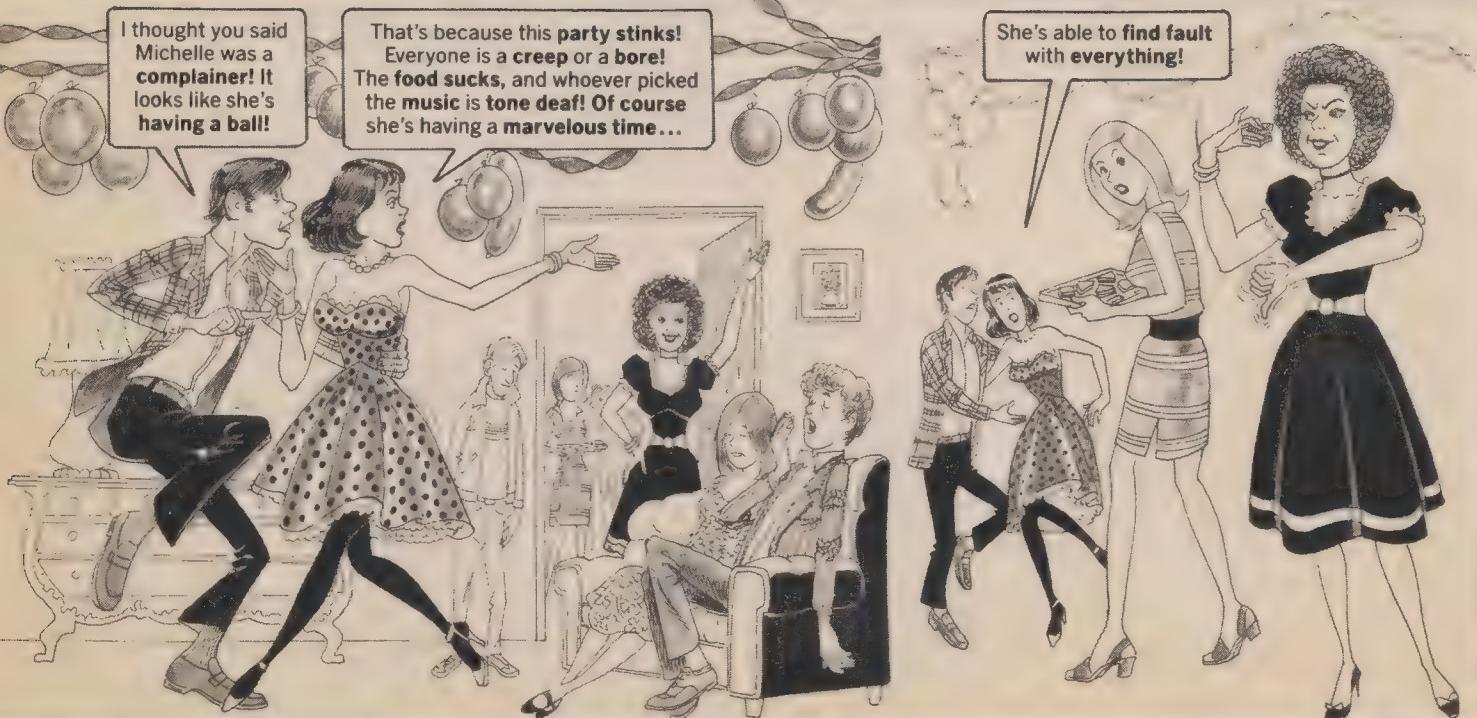
INSOMNIA



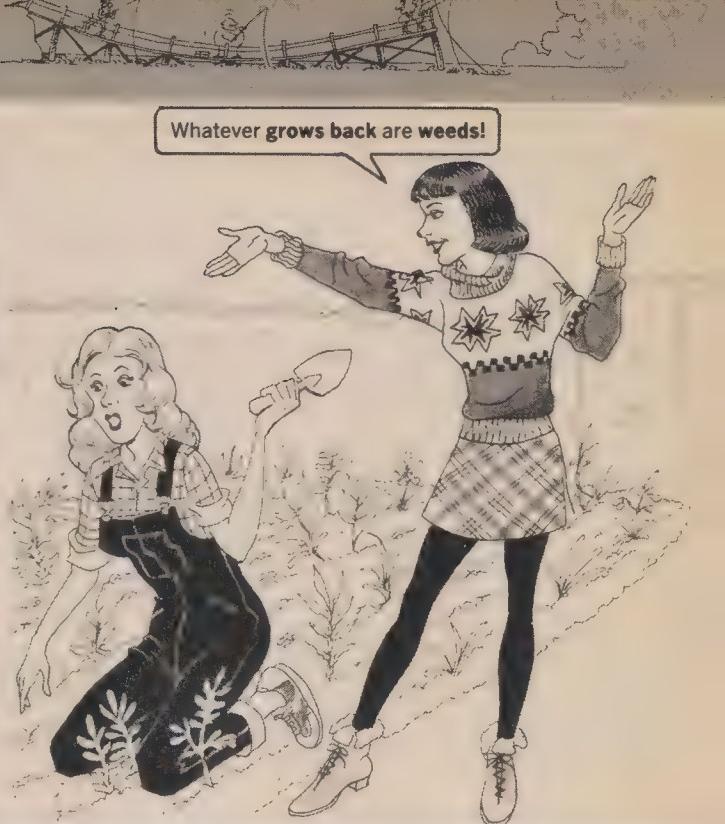
BERG'S-EYE VIEW DEPT.

THE LIGHT

CONTENTMENT



GARDENS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

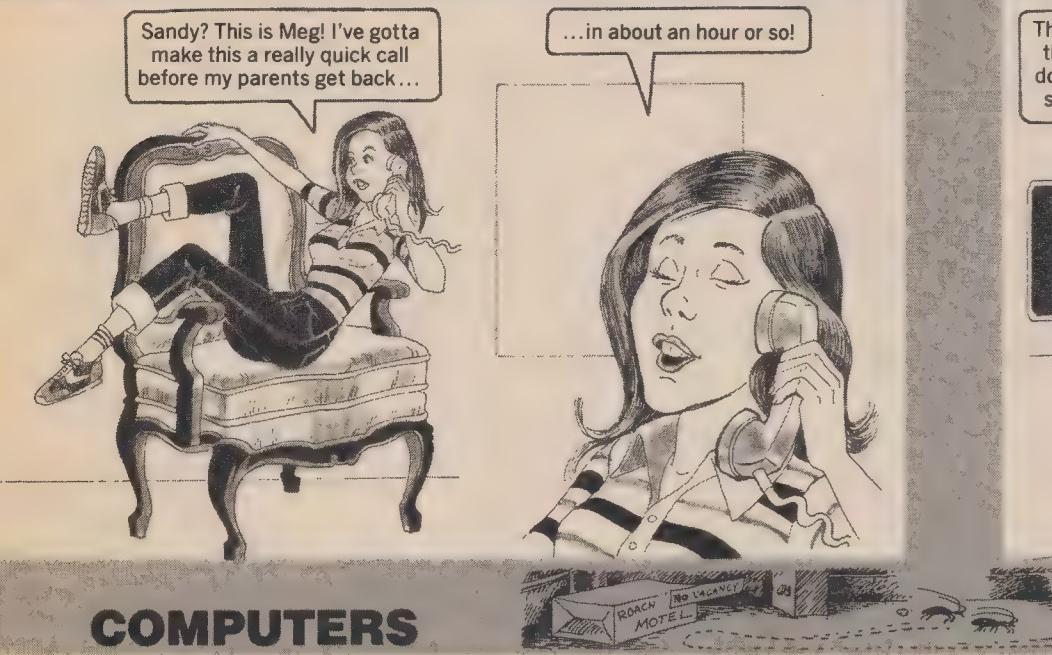
RECOGNITION



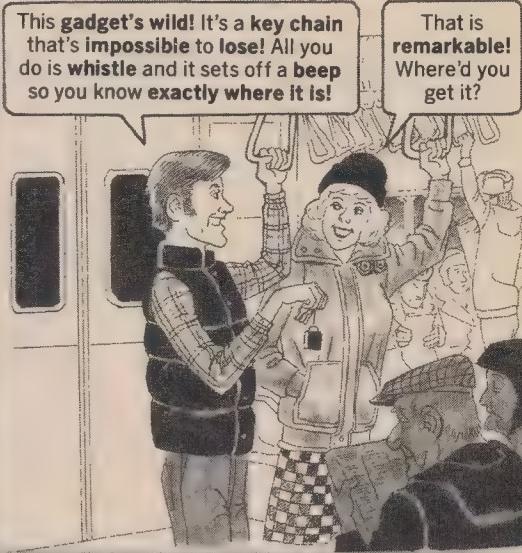
SEPARATION



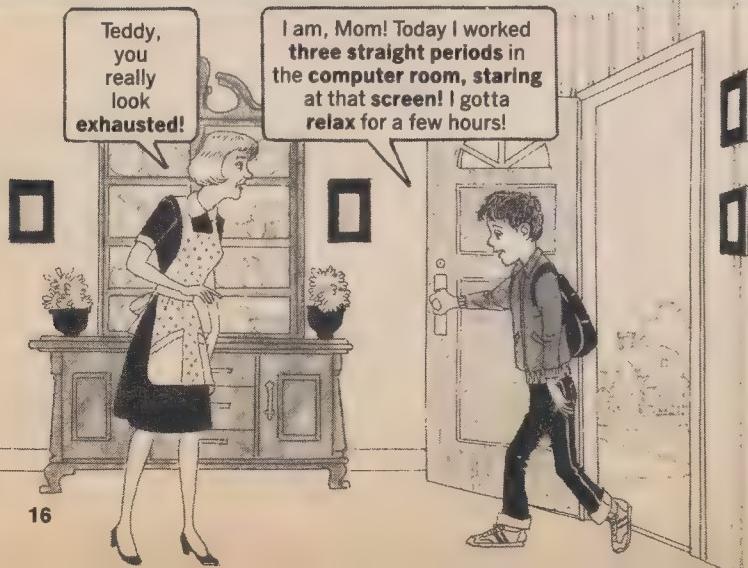
THE TELEPHONE



HI TECH



COMPUTERS



TAXES

Hmm, I don't know if I should use the short form or the long form...

What's the difference?

Well, with the short form, the government gets most of my cash...

With the long form, my accountant gets most of my cash!



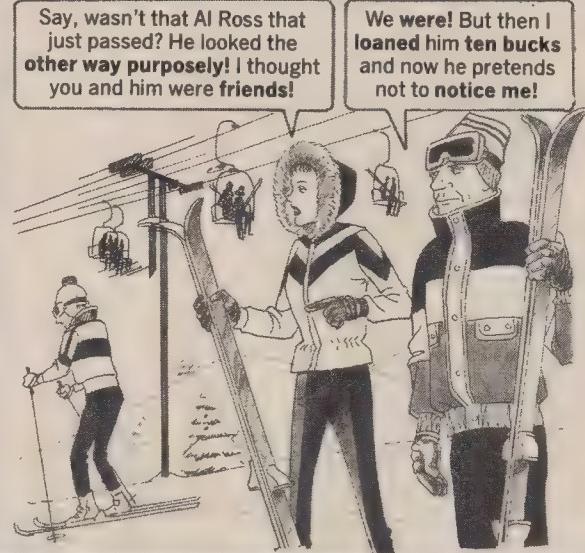
BORROWING

I found it!

Say, wasn't that Al Ross that just passed? He looked the other way purposely! I thought you and him were friends!

We were! But then I loaned him ten bucks and now he pretends not to notice me!

That had to be the best investment I ever made!



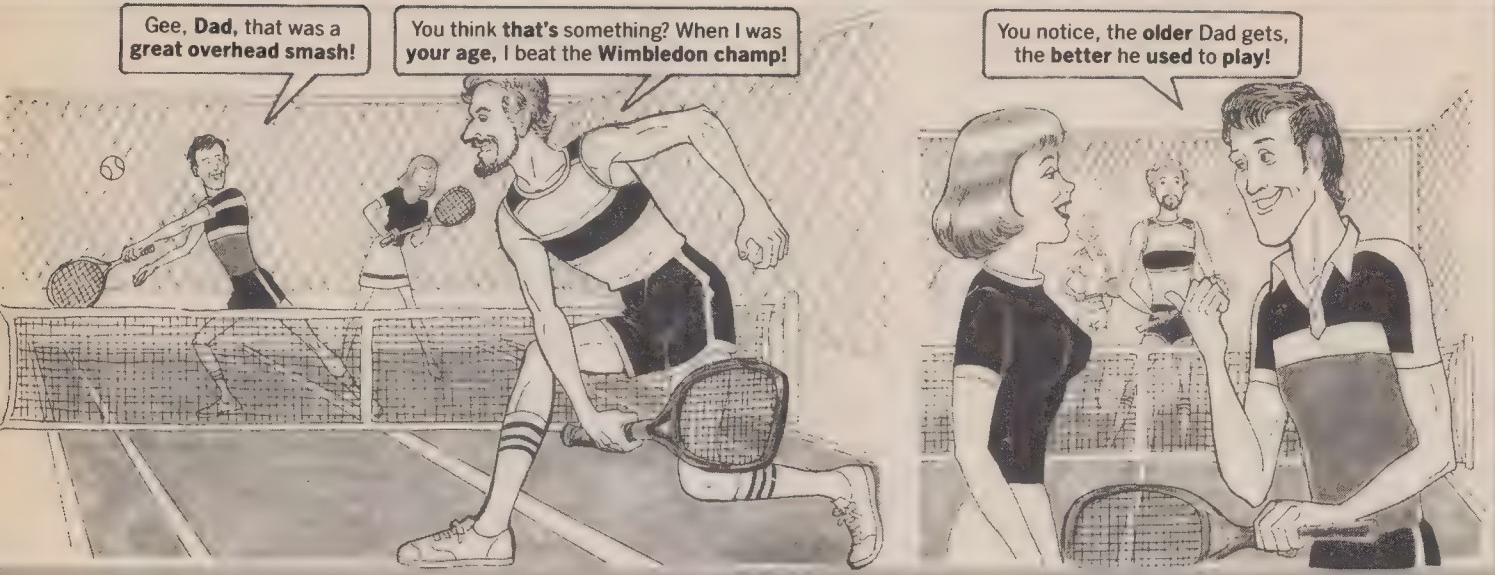
NEW APARTMENTS

So you finally did it, Maria! Your own place! I'll bet your parents thought you'd never survive on your own!

You know it! Especially my mom! She said, "Once a slob, always a slob!" But I said, "In my own apartment you'll be able to eat off the floor!" And I was right...



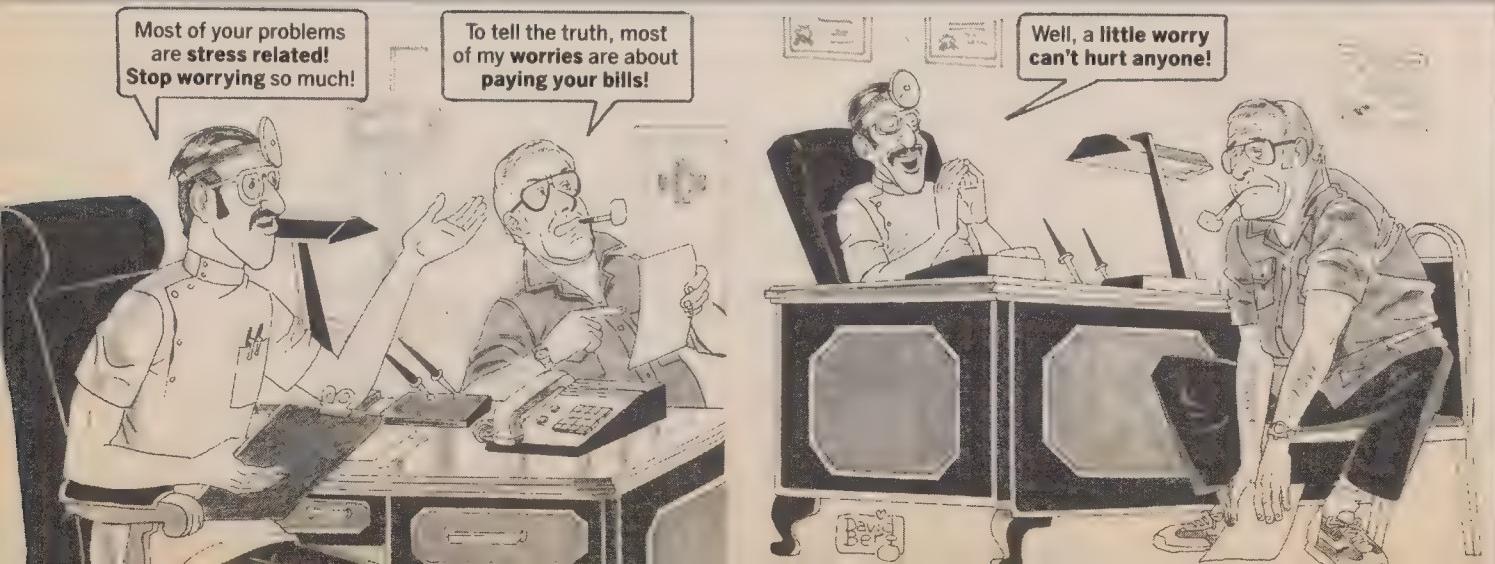
YOUTH



WISDOM



DOCTORS



PAINT MISBEHAVIN' DEPARTMENT

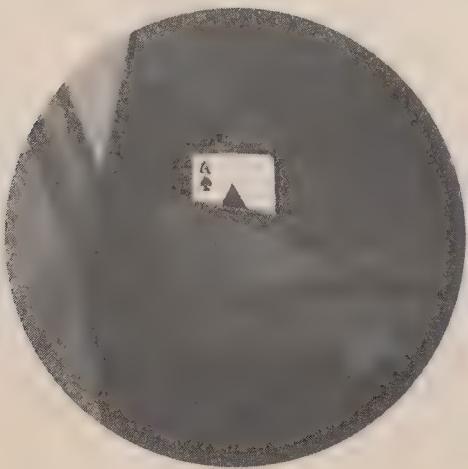
Art historians have discovered many interesting details while examining the under-painting of famous canvases, but Mad, as usual, has gone deeper! We always sink to the lowest possible depths in art and literature, as we shall prove with the following presentation of our discoveries of...

HIDDEN DETAILS IN ART



The painting commonly referred to as "Whistler's Mother" may very well be the work mentioned in the artist's diary, "Mom on the Sauce" that many historians consider "lost." We submit our findings as anywhere from 80 to 100% proof!

When you poke around a round of poker you're liable to find some "slight of hand" at work! It may be no big deal, but we thought we'd give you the inside straight dope on "Cool Hand" Cezanne and let the chips fall where they may!





What gives the "Syndics of the Cloth Guild" those beady eyes?
Did Rembrandt capture the expressions of these men of the
cloth game observing some women of the cloth-less game, or
is the naked truth that they were disturbed at how a new
top-less fashion trend would cleavage their income in two!

This is a prime example of conservative art. Liberal art historians, however, have found a "zing around the collar" in this famous depiction of a farmer who has just been asked to "fork" over women's rights and mend the ERA of his ways!





Da Vinci was an artist and an inventor. Is it possible that he was more ahead of his time than we thought, and created something that made Mona a "head" of her time?



"Just what exactly are those people doing?" has been the question most asked about this famous masterpiece. Most experts have answered, "Who knows?" A few experts have answered, "Who cares!" The true answer may lie in the oft-quoted phrase, "One pitcher is worth a thousand words!"

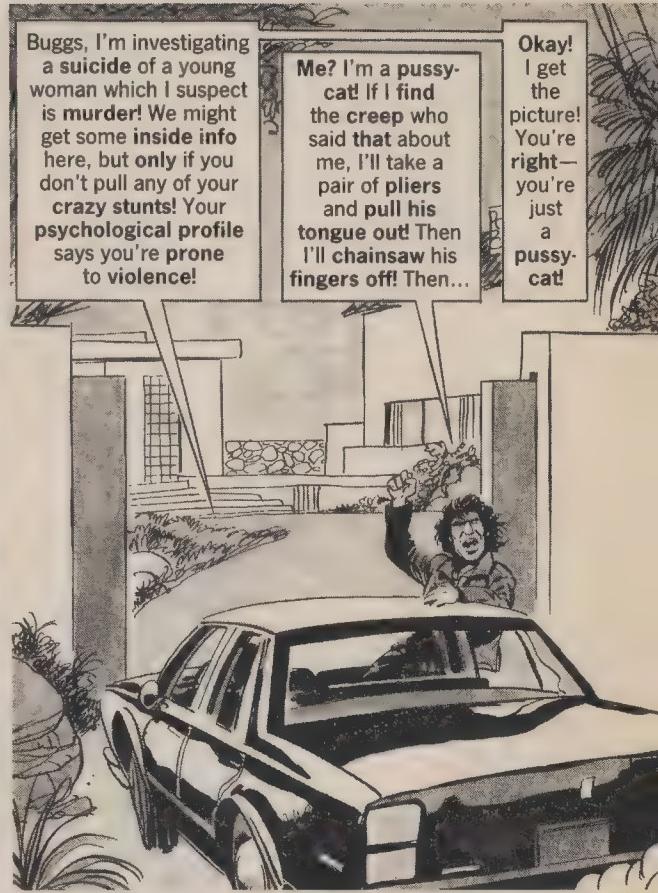
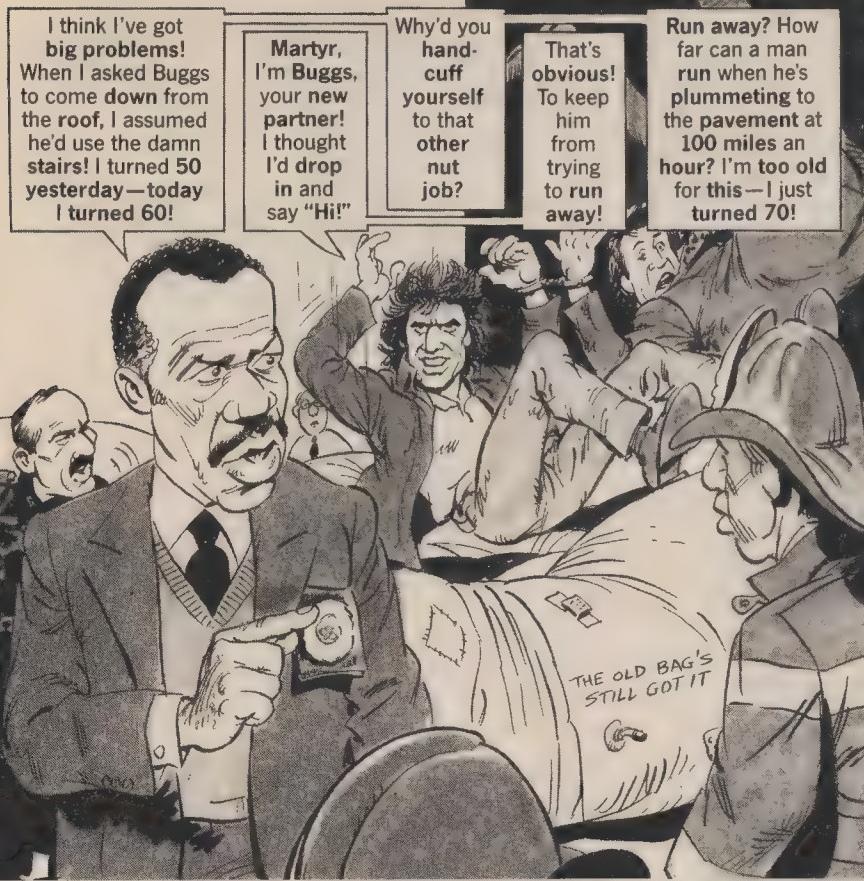


LAW AND SLAUGHTER DEPT.

Statute 4, Paragraph 1 of the State Penal Code concerns itself with the intentional destruction of life, while Para. 3 deals with the willful destruction of property. Unfortunately it doesn't seem to pertain to the cops, mainly the ones in the following movie, who do a bang-up job of...

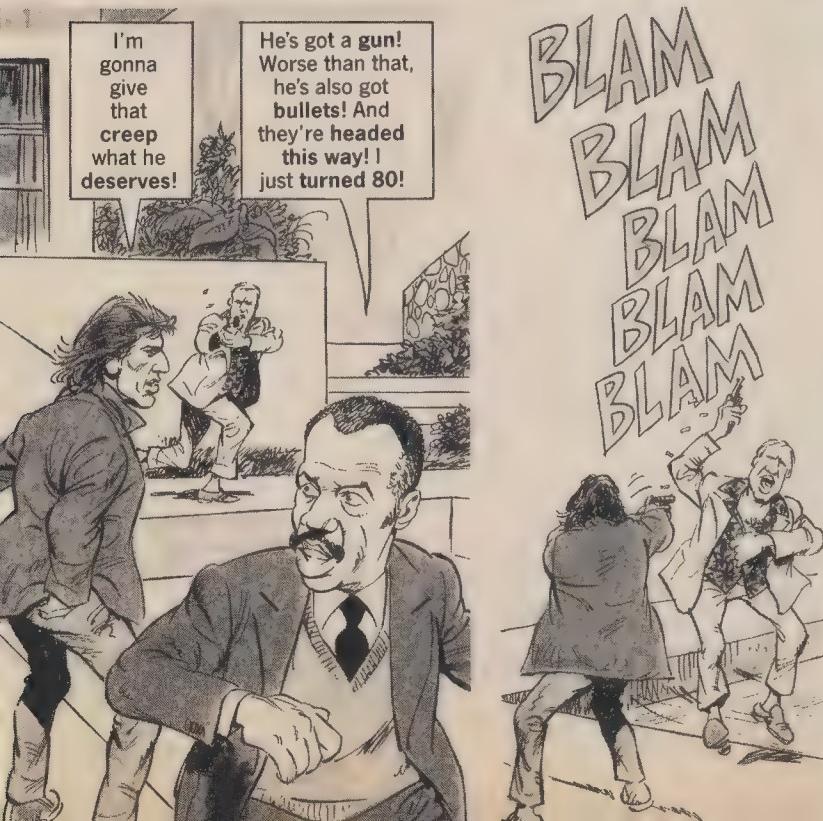


LEGAL WRECKIN'

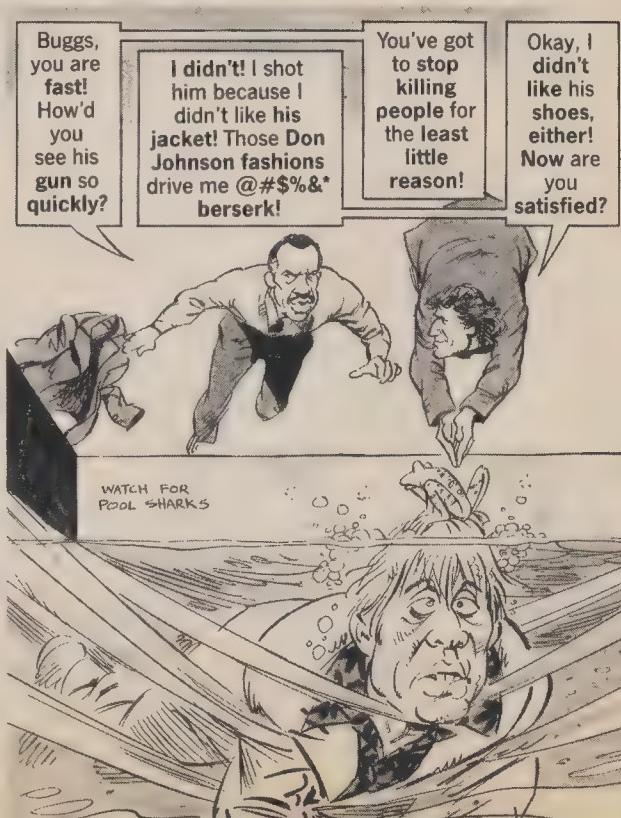


ARTIST: ANGELO TORRES

WRITER: DICK DeBARTOLO



BLAM
BLAM
BLAM
BLAM
BLAM



I'll bet it's been a long time since you've had a home-cooked meal, Bugsy!

It has! And if this is what I've been missing, it's gonna be an even longer time before I have another one!

So what do you think of my sophisticated wife and my fun-loving kids?

It's like dinner at the Cosbys' without all the one-liners!

You call yourself a crack shot? I fired six shots and wounded six people right here at the target range!

So big deal! I fired six shots and wounded six people right here at the target range!



Dammit, Bugsy, that's where Salamanda, a friend of the dead girl lived! They got to her before we did!

If you were hoping to find a shred of evidence, you got more shreds than you hoped for!

Maybe those kids across the street can help us! They must've seen everything!

Good idea! But let's just rough them up! I don't like to kill kids unless they provoke me — Like asking for ice cream!

Hey, you guys, can you tell us what you saw before the explosion?

Sure! This guy was dressed like a gas company meter reader, but he didn't fool me — I saw his tattoo! He belongs to Operation Shallow, the secret C.I.A. unit operating under the phoney Air-go America banner, which we all know is actually a front for a big cocaine ring made up of former Vietnam vets!



Right! Salamanda, of course, was murdered, and covered up as a suicide! She's Bunksacker's daughter, and you'd have to be blind not to see her old man's bank served as a "laundry" for the drug cash! And then...

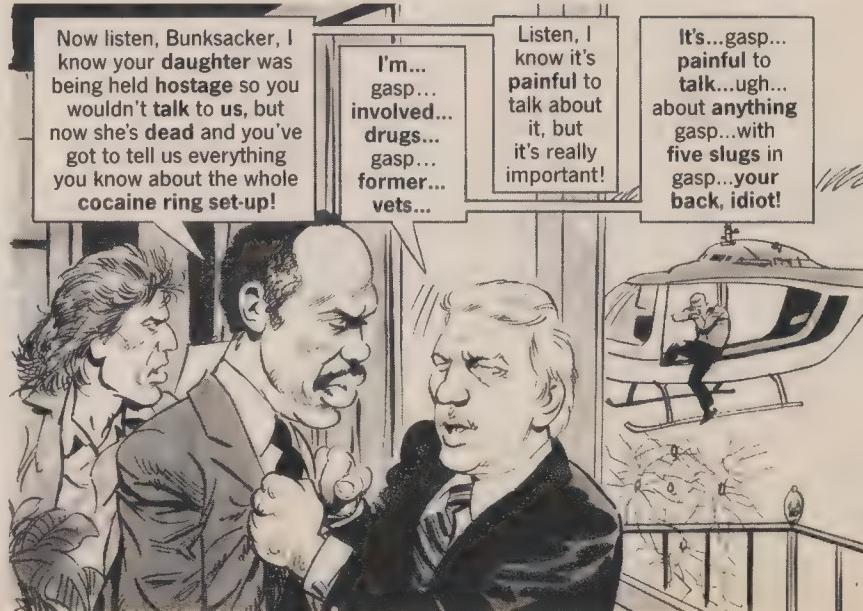
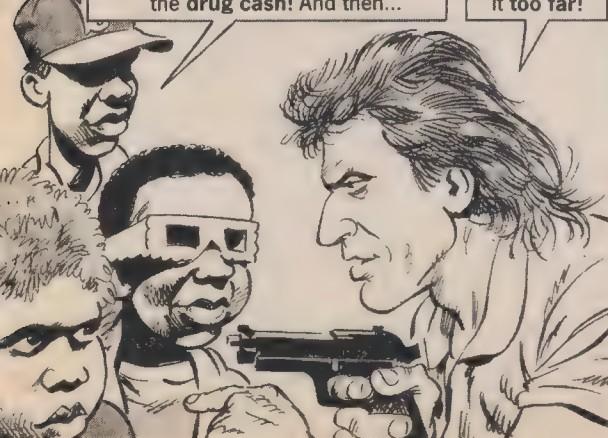
Hold it, hold it! Moving the story along is one thing, but don't push it too far!

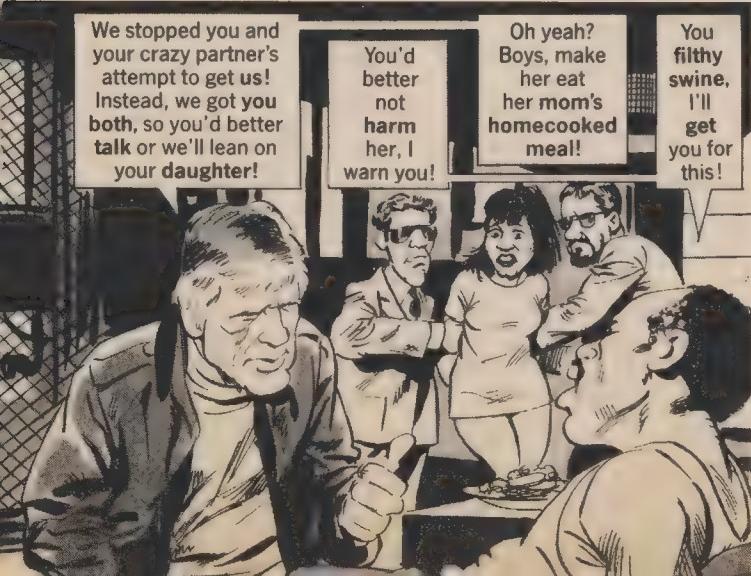
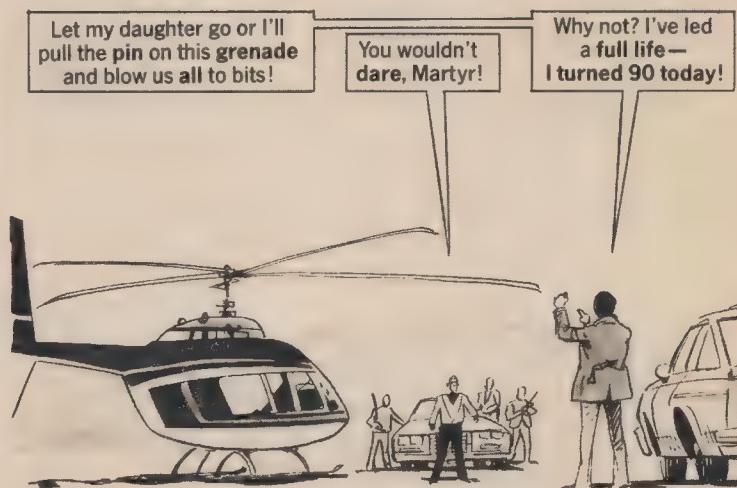
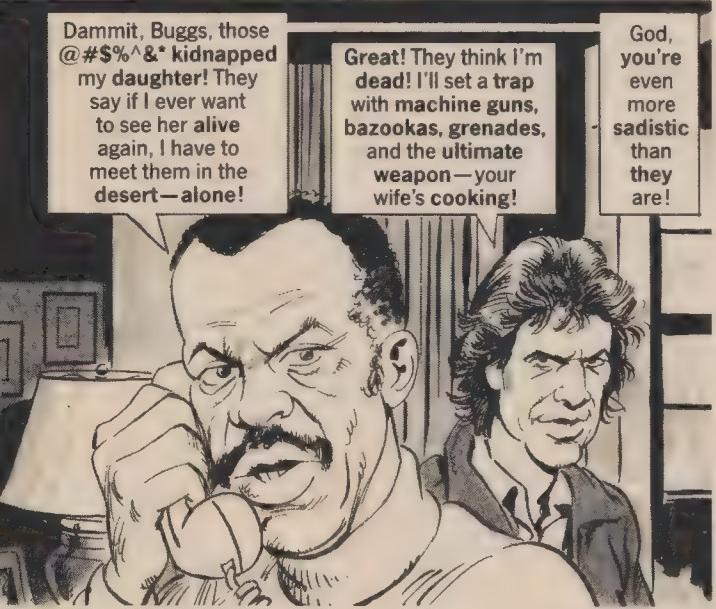
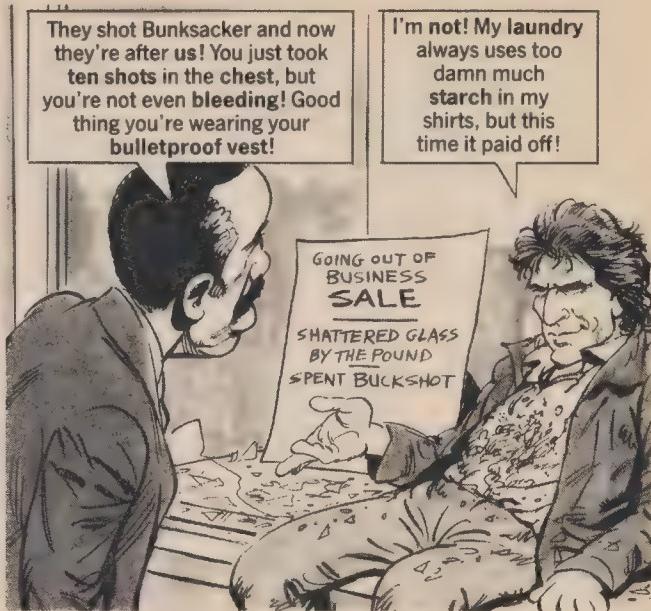
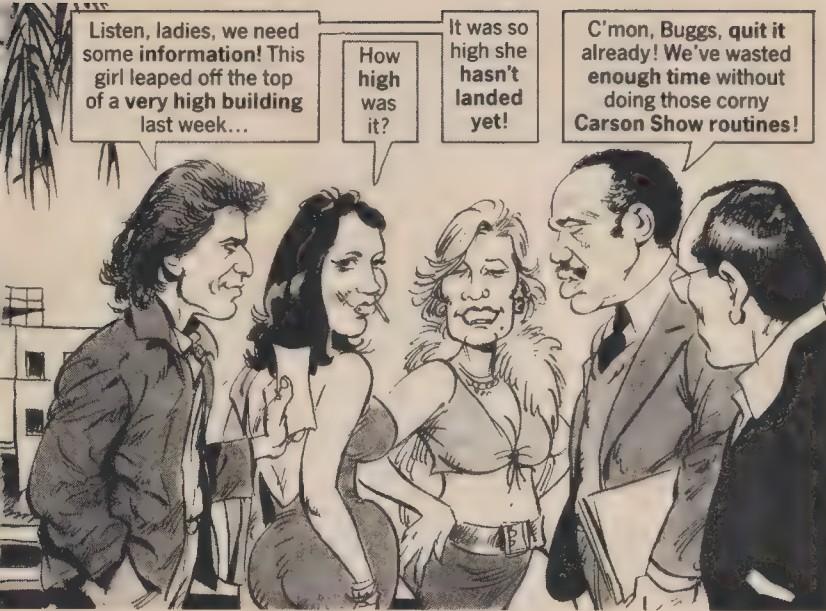
Now listen, Bunksacker, I know your daughter was being held hostage so you wouldn't talk to us, but now she's dead and you've got to tell us everything you know about the whole cocaine ring set-up!

I'm... gasp... involved... drugs... gasp... former... vets...

Listen, I know it's painful to talk about it, but it's really important!

It's...gasp... painful to talk...ugh... about anything gasp...with five slugs in gasp...your back, idiot!





I can't believe it! They sent 30,000 volts through you—and you were still able to escape? How did you do it?

Fortunately, there was a blackout!

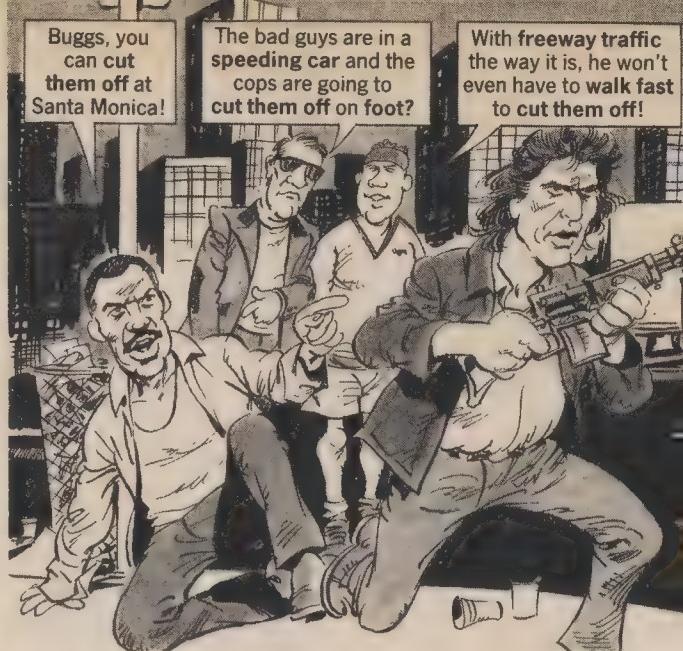
Blackout? How can that be? The lights are still on in here!

They're running off my body voltage!
Dad, those guys are getting away!

Bugs, you can cut them off at Santa Monica!

The bad guys are in a speeding car and the cops are going to cut them off on foot?

With freeway traffic the way it is, he won't even have to walk fast to cut them off!



I'm trapped in this flaming car! So what are my options? If the cops get me, I'll go to jail for 100 years! Not bad, I can do that! But what if Martyr gets to me first? He'll do to me what I did to his daughter—force me to eat his wife's cooking! Forget it! I'd rather eat this grenade!



Besides being a nut job, Bugs, you're also one sloppy driver! Obviously, you think there's no difference between a living room and a garage!

Hey, I learned how to drive on my first job—I was a valet parking attendant! Besides, I wanted to force you to come outside to fight me so we don't damage Martyr's home!



Isn't someone going to call the police to break up that terrible fight?

Except for one of them, they're all the police!

Then call the Beverly Hills Horticultural Society to get them off the lawn!



Hi, sweetheart! It's me again, Bugs, paying you a visit in the private cemetery reserved exclusively for people I've killed! Martyr and me broke up that drug ring—along with at least two million bucks worth of homes, cars and property! And since it's December 25th, I brought you some presents—12 more dead bodies, one for each of the 12 days of Christmas! And I even killed a partridge in this pear tree I planted just for you! Call me sentimental, but hey, that's the kind of guy I am!



ALLEY OOPS! DEPT.

DRAMA ON PAGE 27



ARTIST AND WRITER: JOHN CALDWELL



Each of us occasionally gets the feeling that the world has lost its sanity and is coming unglued. Younger people probably get that feeling most often because they have not yet lived long enough to see that each new wave of impractical innovation

THE MORE THINGS CHANGE, TH

IN THE 50's...

...it was 10¢ coffee.

IN THE 60's...

...it was 39¢ wine.

IN THE 70's...

...it was 50¢ diet cola.

IN THE 80's...

...it's \$1.25 bottled water.



IN THE 50's...

...it was logs on fire at football rallies.

IN THE 60's...

...it was store fronts on fire at ghetto rallies.

IN THE 70's...

...it was U.S. embassies on fire at terrorist bombings.

IN THE 80's...

...it's stomach linings on fire at Cajun restaurants.

IN THE 50's...

...it was Abbott and Costello.

IN THE 60's...

...it was Rowan and Martin.

IN THE 70's...

...it was Mork and Mindy.

IN THE 80's...

...it's Reagan and Bush.



IN THE 50's...

...it was Sid Caesar on NBC.

IN THE 60's...

...it was Ed Sullivan on CBS.

IN THE 70's...

...it was Howard Cosell on ABC.

IN THE 80's...

...it's Marilyn Chambers on VCR.



IN THE 50's...

...it was bizarre Beatniks.

IN THE 60's...

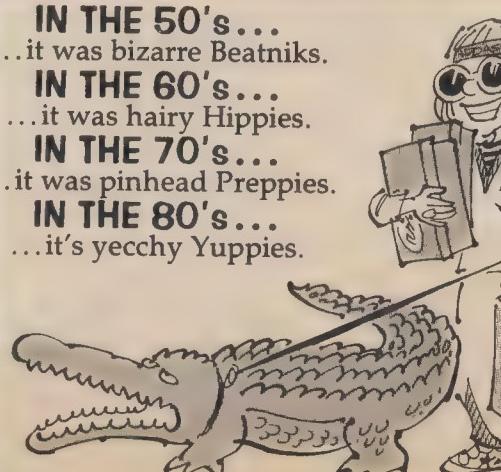
...it was hairy Hippies.

IN THE 70's...

...it was pinhead Preppies.

IN THE 80's...

...it's yecchy Yuppies.

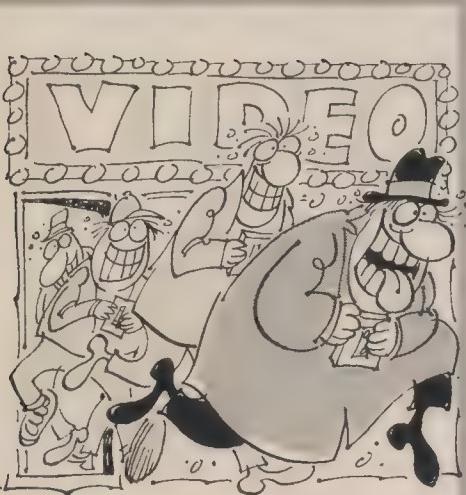


eventually runs its course and then fades away to make room for another one. Well, take heart from the voice of experience! MAD is well into its fourth decade of observing fads and folly in every form. That's why we can offer you this guarantee:

THE MORE THEY STAY THE SAME

ARTIST: PAUL COKER

WRITER: TOM KOCH



IN THE 50's...

...it was "I Love Lucy."

IN THE 60's...

...it was "Here's Lucy."

IN THE 70's...

...it was "The Lucy Show."

IN THE 80's...

...it's "I Love Lucy" reruns.



IN THE 50's...

...the fashionable colors were pink and turquoise—just like the new DeSotos.

IN THE 60's...

...the fashionable colors were gray and moldy green—just like a flower child's ankles.

IN THE 70's...

...the fashionable colors were almond and avocado—just like the new food processors.

IN THE 80's...

...the fashionable colors are pink and turquoise—just like Don Johnson's new wardrobe.



IN THE 50's...

...it was "25¢ Cheap!"

IN THE 60's...

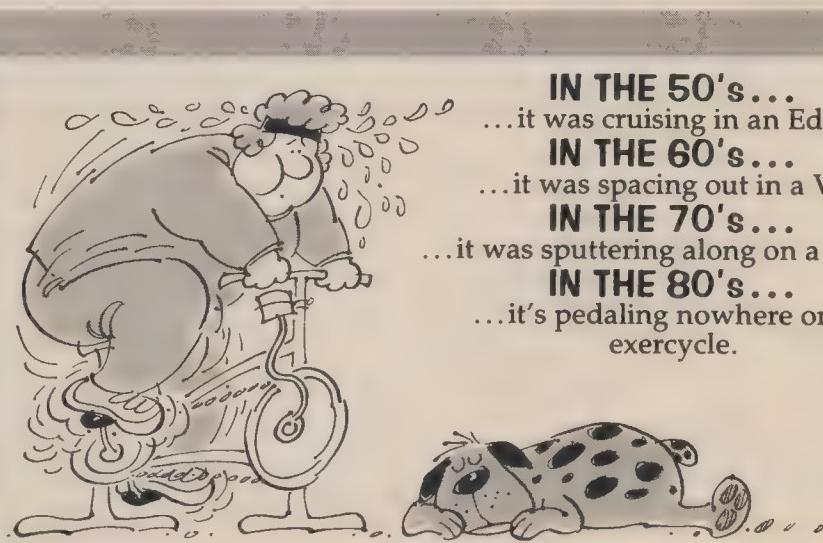
...it was "35¢ Cheap!"

IN THE 70's...

...it was "90¢ Cheap!"

IN THE 80's...

...it's "\$1.35 Cheap!"



IN THE 50's...

...it was "25¢ Cheap!"

IN THE 60's...

...it was "35¢ Cheap!"

IN THE 70's...

...it was "90¢ Cheap!"

IN THE 80's...

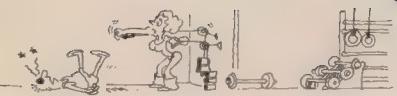
...it's "\$1.35 Cheap!"



ALL JAFFEE DEPT.

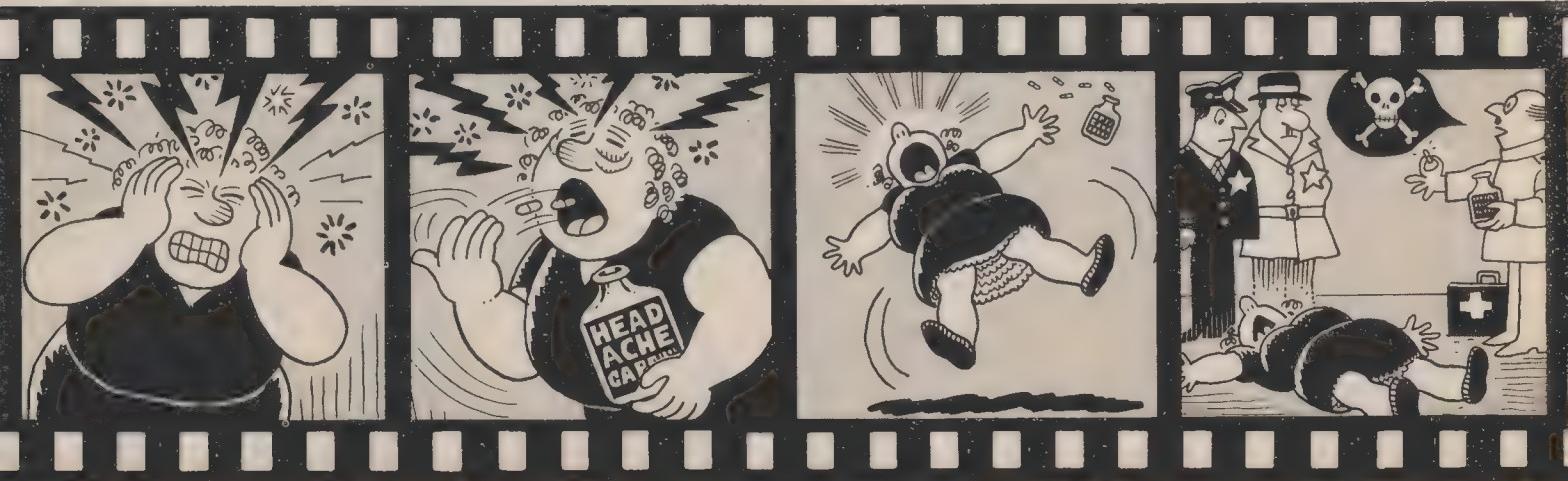
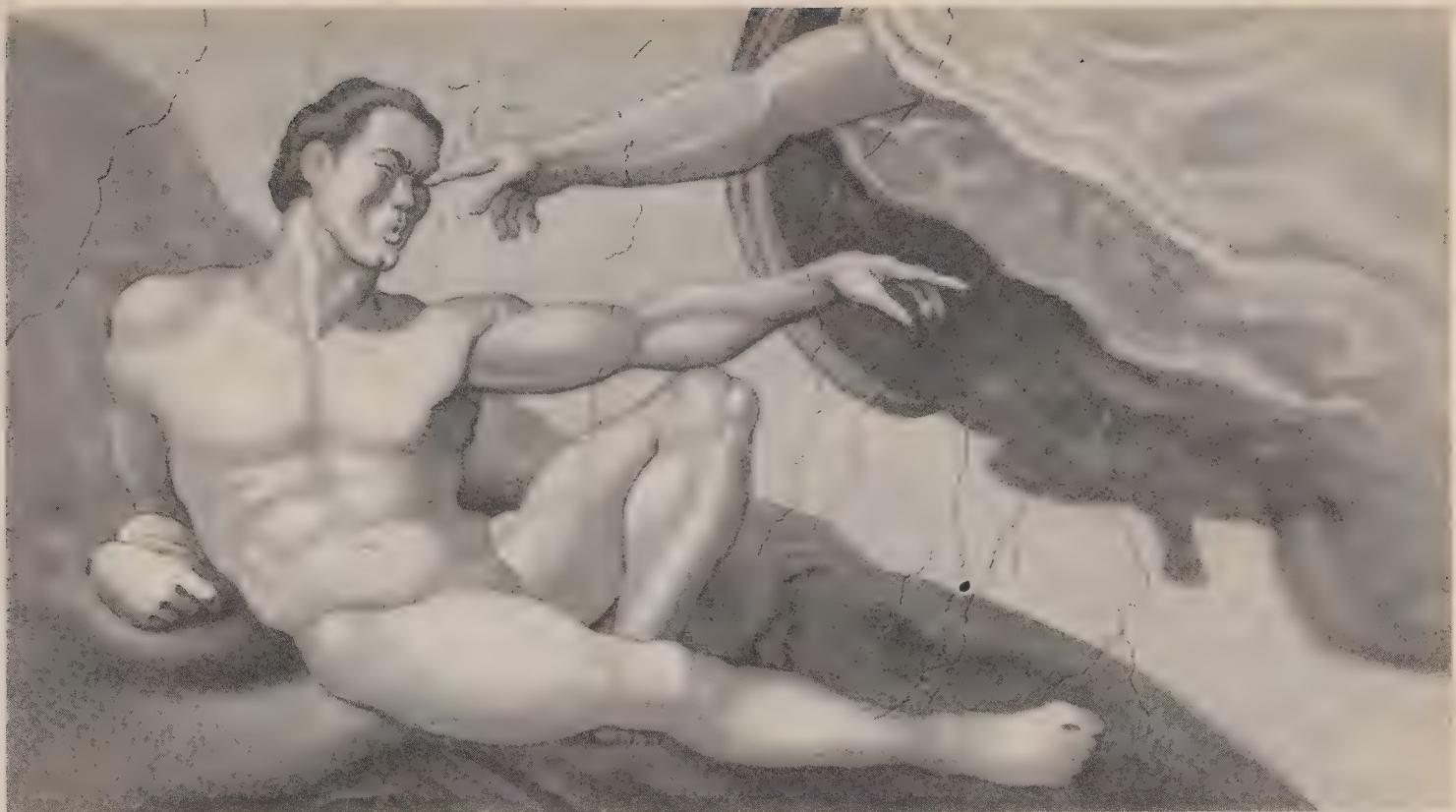
MAD MINI-MOVIES

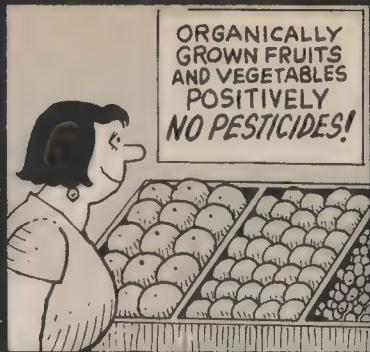
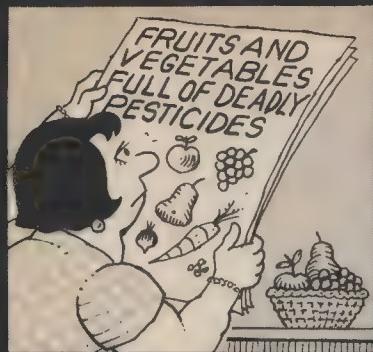
Featuring The Fickle Finger Of Fate

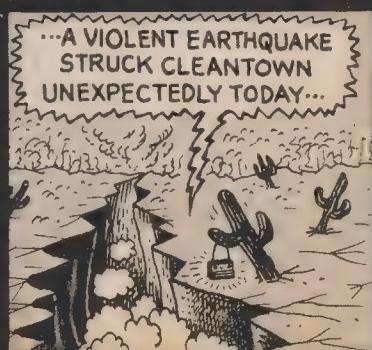
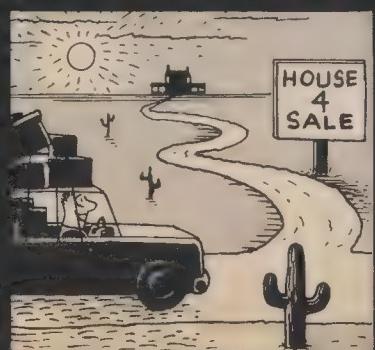
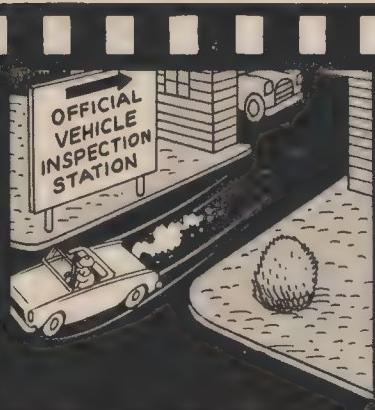
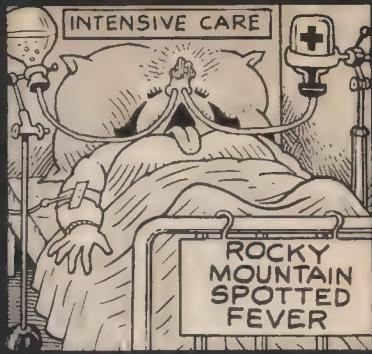


ARTIST & WRITER: AL JAFFEE









MERCHANDISING that HOLLYWOOD m



SPIN-OFFS missed out on



GREMLINS

MICRO-WAVE
OVEN CLEANER



From an Ancient Chinese Formula!

Nightmare

ON ELM STREET
NO-DŌZ PILLS

YOU CAN'T GO TO SLEEP
...'CUZ FREDDY'S BACK!

R2D2
TRASHCAN

HELP KEEP
OUR UNIVERSE
CLEAN

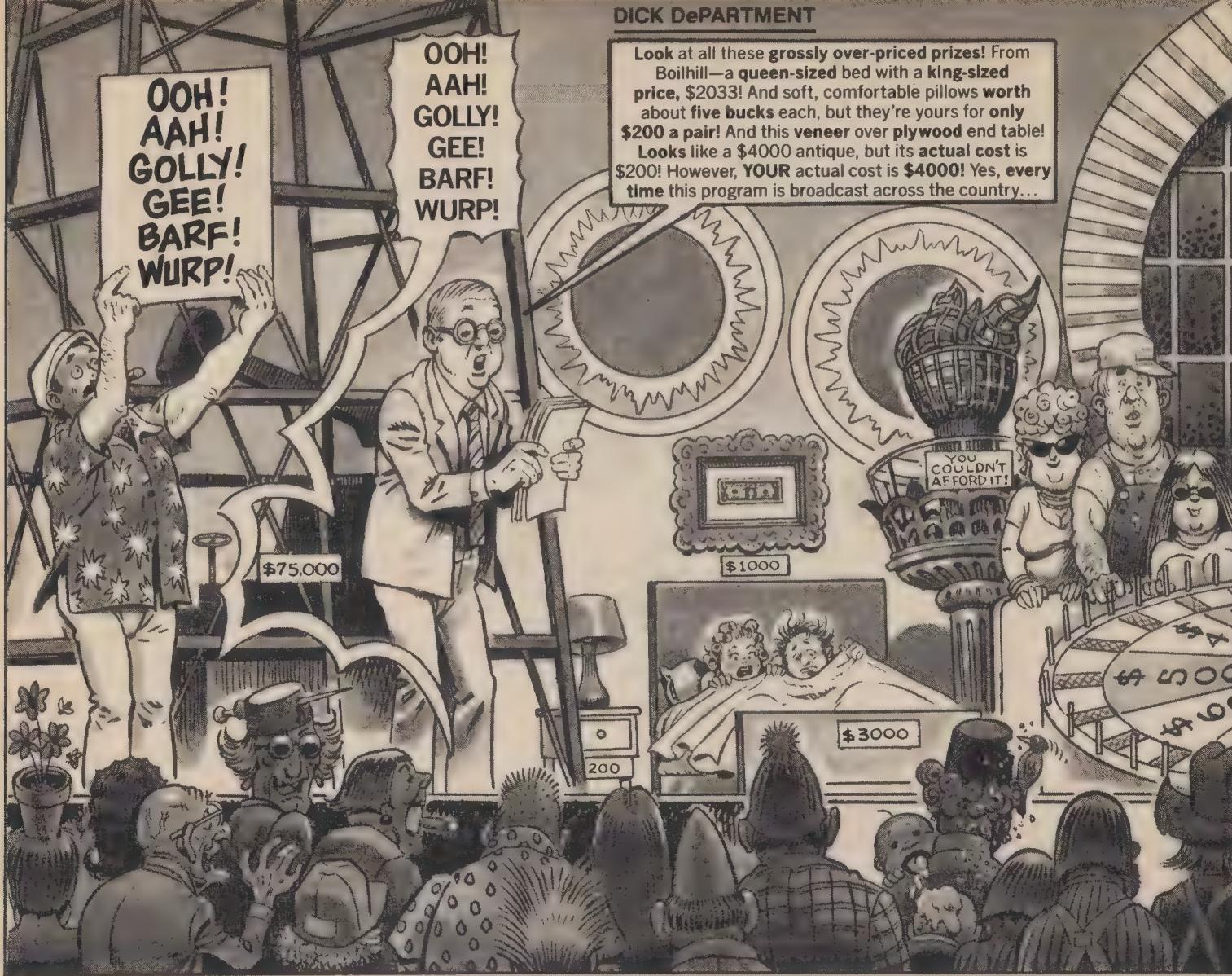


IMPORTANT

Please read these instructions before turning page to begin MAD's special section of Games, Puzzles and Other Wastes of Time.

1. Carefully insert two AA batteries between pages 3 and 4. (If you wish to plug this issue into a wall outlet, you will require an additional purchase of a Haversham electrical converter, model D, which oddly enough, may be found in the Produce section of your local supermarket. It is usually between the Swiss chard and kiwis. By the way, don't eat the skin of the kiwis—it's been proven to cause rashes in Norwegian farmers. Also do not eat the kiwis and the Swiss chard together. It is a poor food combination. Most importantly, do not eat the Haversham converter.)
2. Turn page and begin play.

DICK DePARTMENT



ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: DICK DeBARTOLO

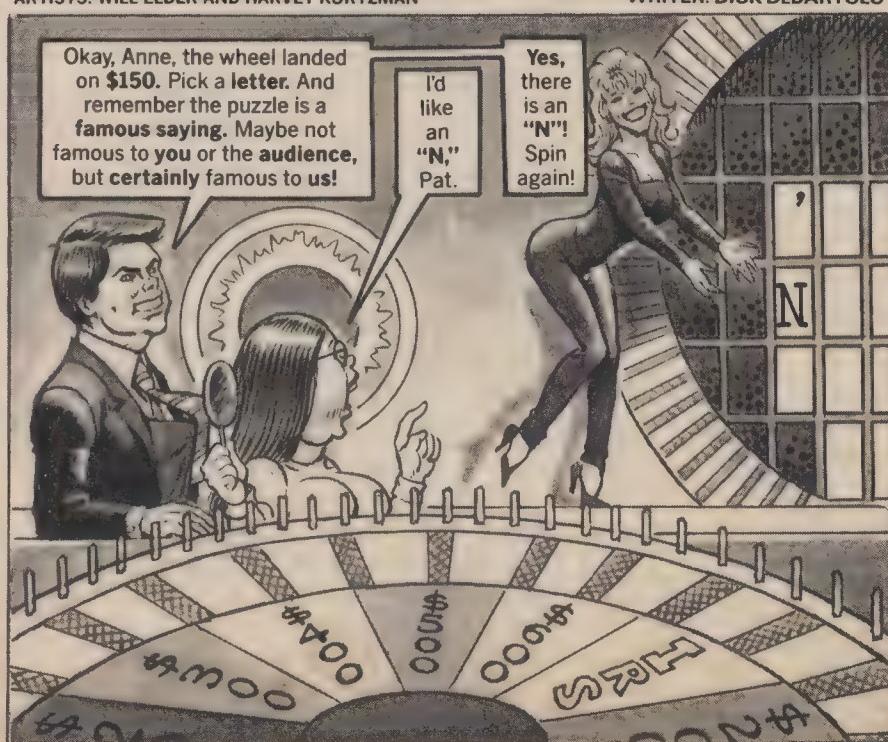
Our first contestant, Anne, will spin the wheel. The amount of money the wheel lands on is multiplied by the number of times the letter she picks is found in the puzzle. However, if we feel you're winning too much money, our computer will credit you with a lower amount. And remember, the object of the game is for the people at home to figure out the puzzle before a contestant does! That way they feel superior and will continue to tune in eleven times each week for their "ego fix"!



Okay, Anne, the wheel landed on \$150. Pick a letter. And remember the puzzle is a famous saying. Maybe not famous to you or the audience, but certainly famous to us!

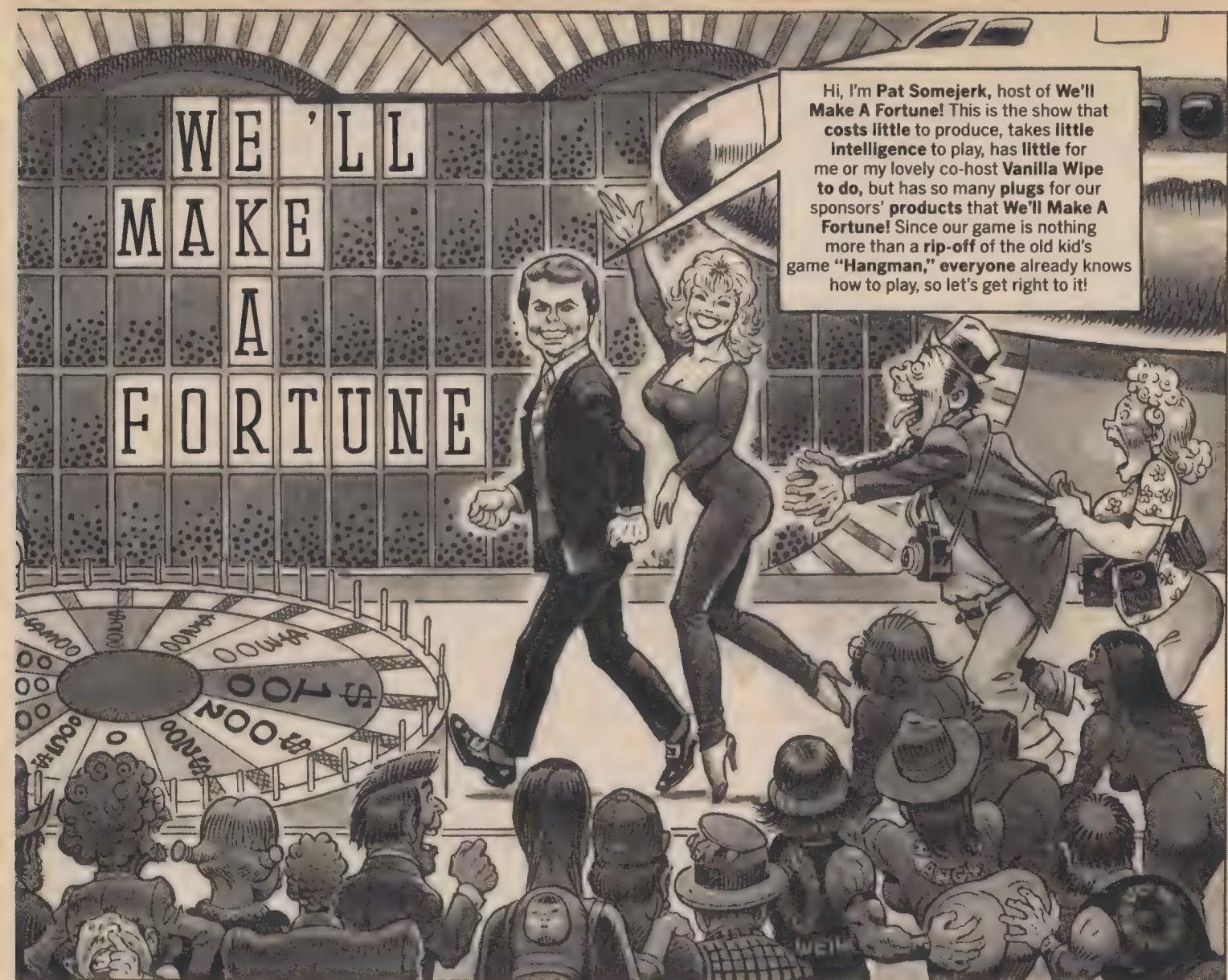
I'd like an "N," Pat.

Yes, there is an "N"! Spin again!



WE'LL MAKE A FORTUNE

Hi, I'm Pat Somejerk, host of **We'll Make A Fortune!** This is the show that costs little to produce, takes little intelligence to play, has little for me or my lovely co-host Vanilla Wipe to do, but has so many plugs for our sponsors' products that **We'll Make A Fortune!** Since our game is nothing more than a rip-off of the old kid's game "Hangman," everyone already knows how to play, so let's get right to it!



I'd like an "L."

Two at \$300 is \$600!

There are two "L's" at \$300 each. That's an additional \$400!

Your job is to solve the puzzle, not do the arithmetic!

Pok!

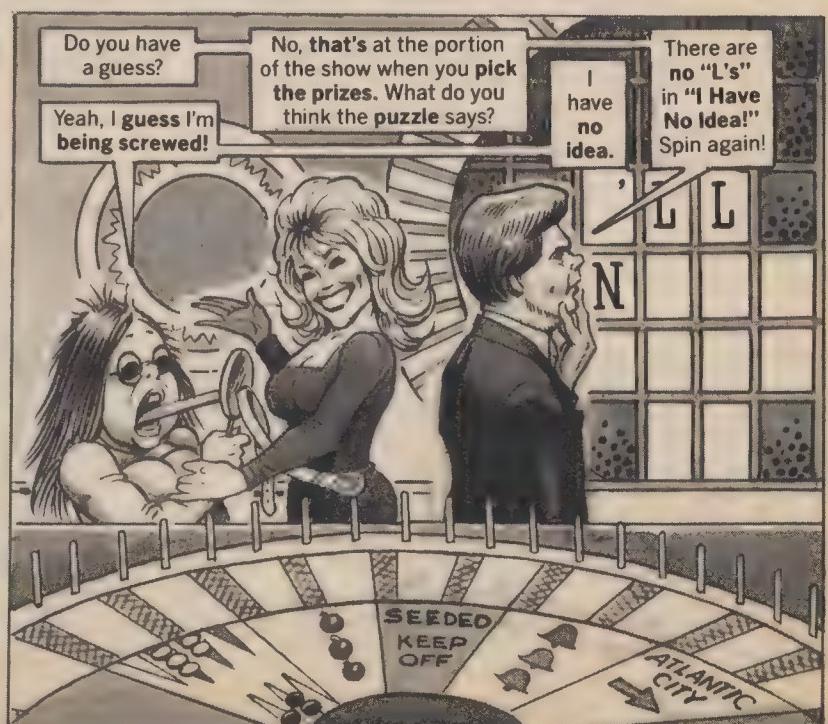
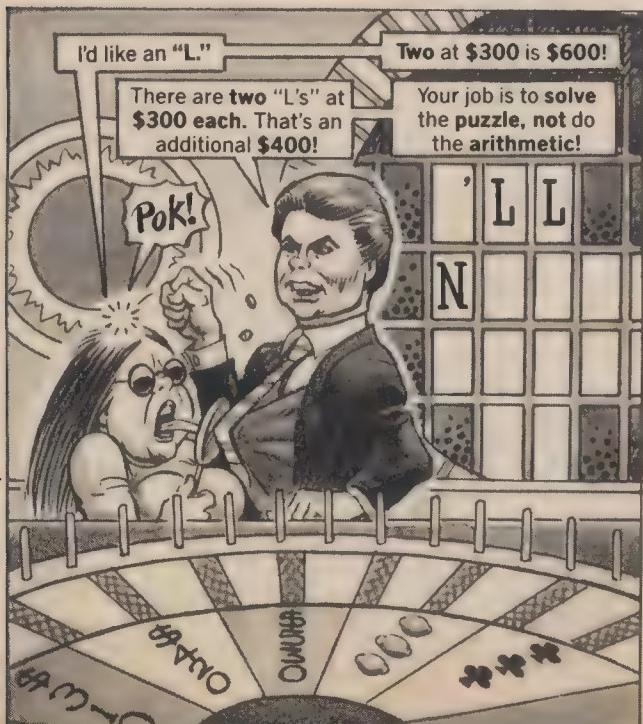
Do you have a guess?

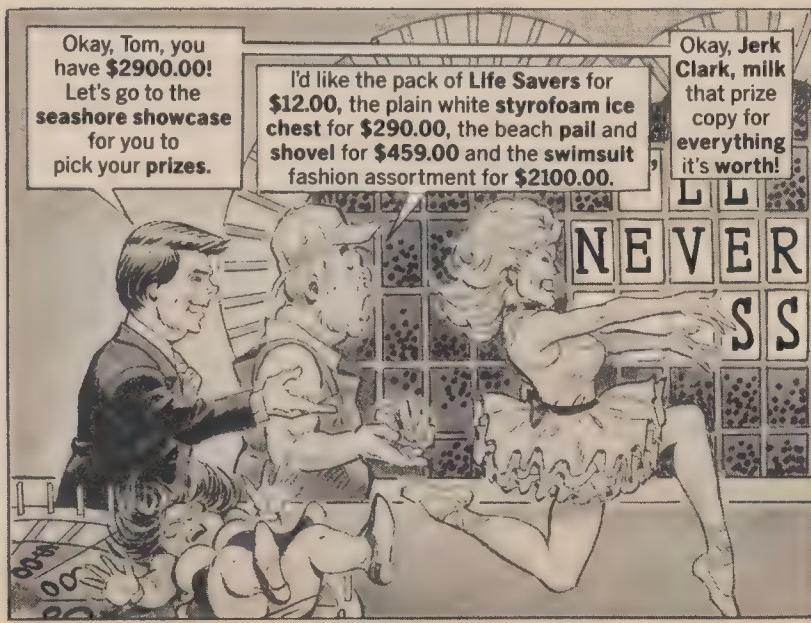
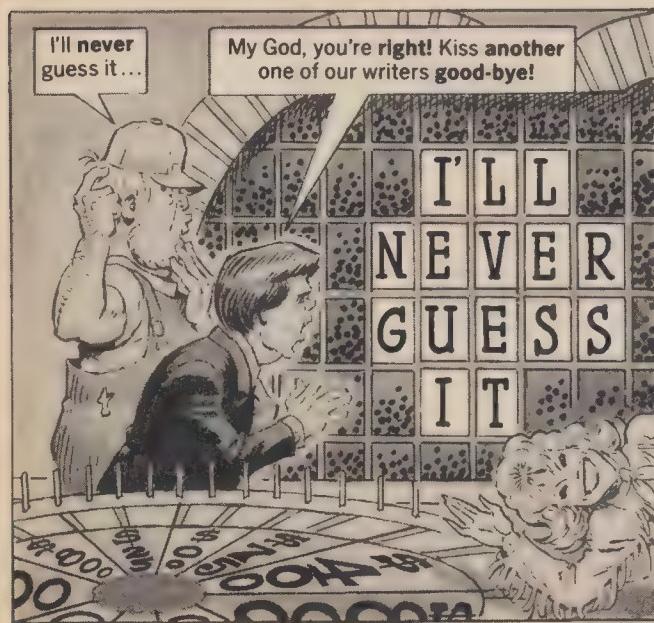
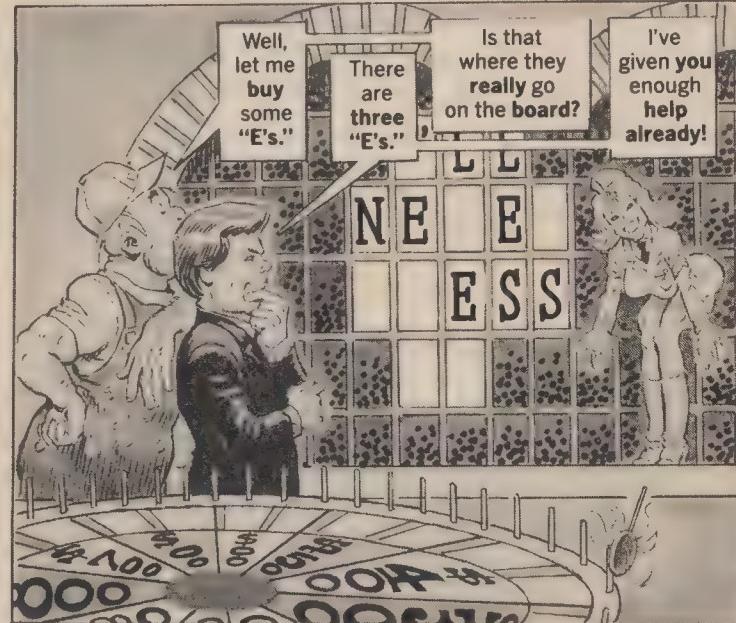
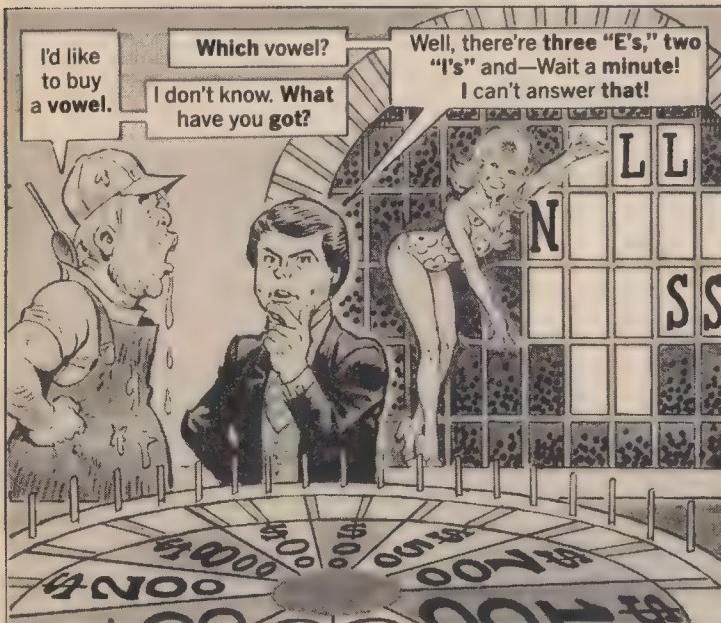
Yeah, I guess I'm being screwed!

No, that's at the portion of the show when you pick the prizes. What do you think the puzzle says?

I have no idea.

There are no "L's" in "I Have No Idea!" Spin again!







Tom, they're Life Savers! Not just one kind, but a pack of five different Tropical Fruit flavors sealed in foil for freshness! Your cost, \$12.00!

And perfect for the beach, or even that vacation on the Riviera, should you happen to go there, it's this plain white plastic ice chest. Ideal for chilling expensive champagne, which is not included. Provided by the internationally known F.W. Woolworth retail establishment.

Also, this two-tone metal beach pail with matching shovel, imported from far-off Taiwan. Your cost, \$495.00! And finally, this elegant simulated polyester swim-suit collection, from the last word in fine fashion, JC Penney. Total cost of this fantastic seashore package: \$2861.00!

Back to you, Pat!



Wow! Is that some pile...of prizes, I mean! You also have \$39 left over, and we'll put that on a gift certificate which, around here, will buy you some sand for your beach pail!

And now Round Two! We're adding something new and original to the wheel. This gorgeous Pepperoni and Diamond Ring! From Ragu and Ape! This incredible blending of meat and gems can be yours for our price of \$100,000!



Mary, your spin. The puzzle is a "saying." And we'll give you an additional clue. It isn't in English!

Good! I landed on Broadwalk. I'll spin again and try for Park Place!

Wait a second! Someone's been screwing with the wheel! Just pick a letter!



"T," please.

The letter "T," Pat!

I'm sorry, Mary, no coffee, milk or tea during the program. You should've eaten before!

BUZZ!

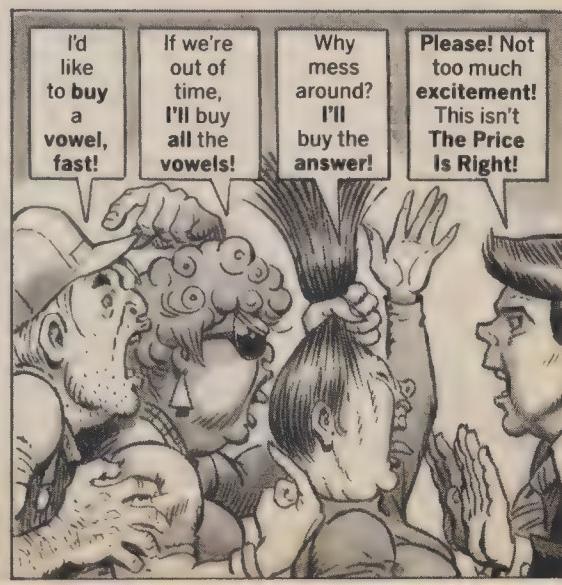
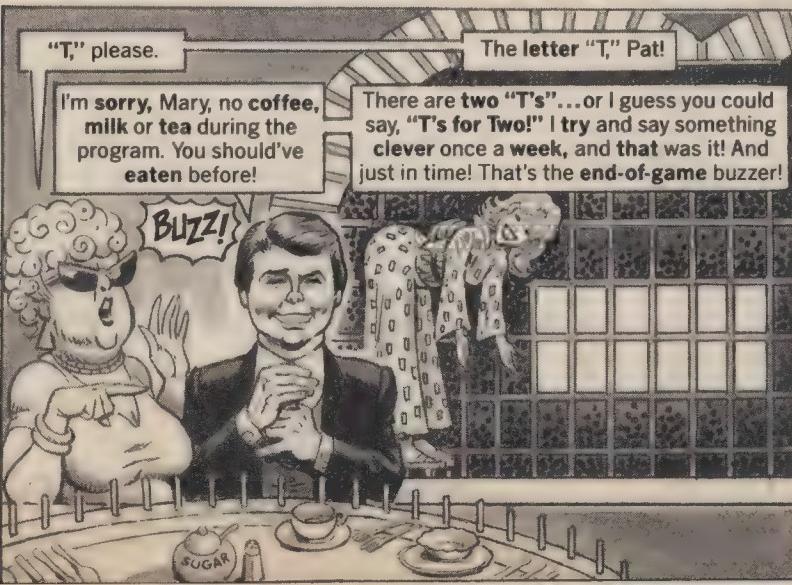
There are two "T's"...or I guess you could say, "T's for Two!" I try and say something clever once a week, and that was it! And just in time! That's the end-of-game buzzer!

I'd like to buy a vowel, fast!

If we're out of time, I'll buy all the vowels!

Why mess around? I'll buy the answer!

Please! Not too much excitement! This isn't The Price Is Right!



Mary, you asked for a vowel first. Which one would you like?

"O," please.

Wow! First time in the history of the program an "E" wasn't picked! Vanilla is so used to contestants picking "E's" that she's given you both the "O's" and "E's"! And...whoops! Vanilla has turned over several other letters by accident while she was looking for the "O's" and "E's"! Have a guess?



Is it the very popular Latin phrase, "Caveat Emptor"?

Yes it is! Caveat Emptor or "Let The Buyer Beware!" Speaking of which, let's pick your prizes in the Office Showcase.

I'd like the silvery-colored stapler for \$200, the matching staples for \$59, and the scotch tape dispenser for \$29. Also, the oak waste paper basket for \$1005. And the remaining \$6 I'll put towards a gift certificate for glue.



Well, that's our show! But Vanilla, we have a minute to chat here. People often ask, is Vanilla's life-long dream just to point to the letters on the puzzle board?

Oh, no, Pat! I want to go on to more exciting things! I hope to one day work in Washington and point to famous Senators or maybe even do investigative reporting and point to some hazardous toxic waste dumps.

And to think some people say you're shallow!

Mr. Hughes, today you won the Life Savers, the pail and shovel, the ice chest and the bathing suits.

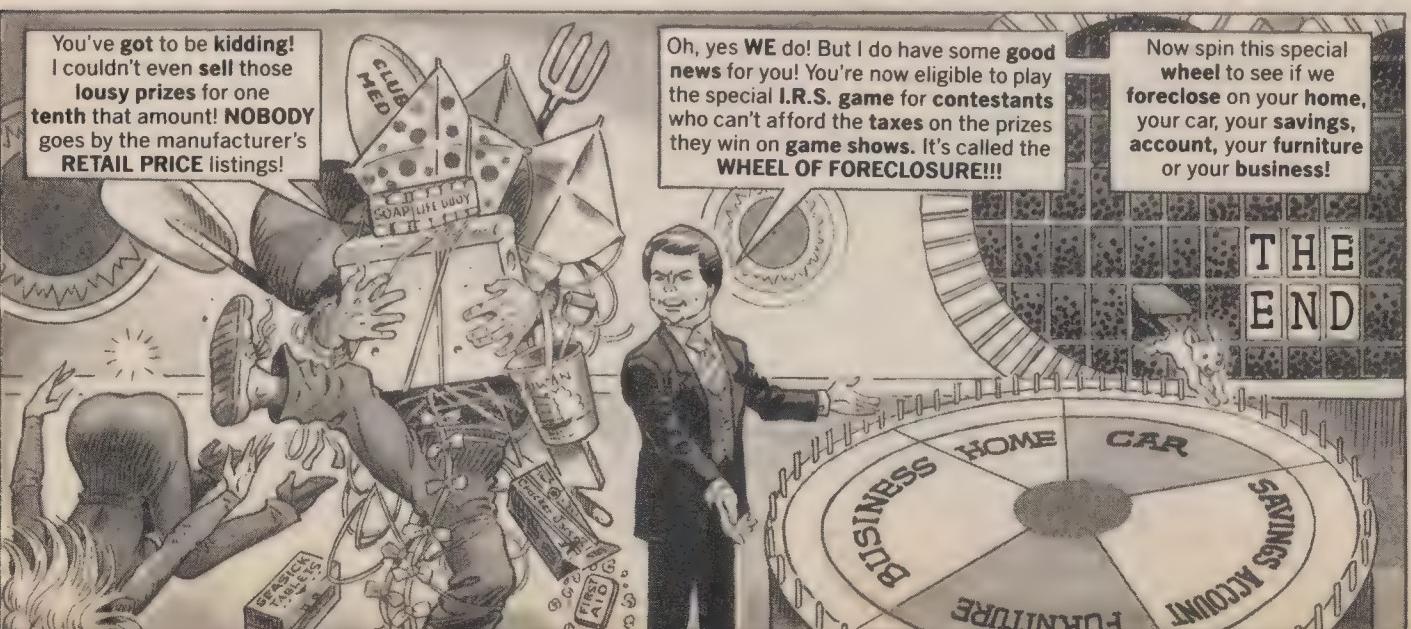
That's in addition to winning the Kite Collection and String Ensemble yesterday. Well, at the show's RETAIL VALUE of \$4861, you owe the Internal Revenue Service \$1180 in taxes!



You've got to be kidding! I couldn't even sell those lousy prizes for one tenth that amount! NOBODY goes by the manufacturer's RETAIL PRICE listings!

Oh, yes WE do! But I do have some good news for you! You're now eligible to play the special I.R.S. game for contestants who can't afford the taxes on the prizes they win on game shows. It's called the WHEEL OF FORECLOSURE!!!

Now spin this special wheel to see if we foreclose on your home, your car, your savings, account, your furniture or your business!



Announcing

THE CRANK'EM OUT MINT

PROFESSIONAL WRESTLING CHESS SET



ARTIST: HARRY NORTH

WRITER: JOHN FICARRA

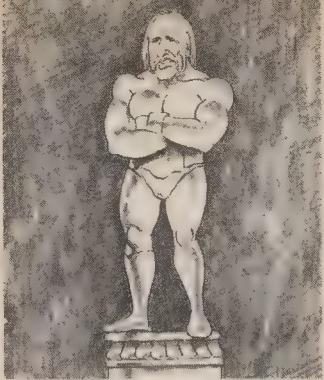


Turn the
page for information on
how you can own these richly-detailed
sculptures of the Great American Heroes of the

Squared Circle!



**"Rowdy" Roddy Piper
KING**



**Hulk Hogan
KING**



**Miss Elizabeth
QUEEN**



**"Captain" Lou Albano
BISHOP**



**"Adorable" Adrian Adonis
QUEEN**



**"Classy" Freddie Blassie
BISHOP**

CHESS—THE TIME HONORED GAME of the great thinkers! And Professional Wrestling—the game for people who don't think too much! Brought together here for the first time!

The Crank'em Out Mint, dedicated to putting an unwanted bill or parcel into the mailbox of every American, every day for the rest of their lives, is proud to unveil this exciting new Professional Wrestling Chess Set.

CRAFTED WITH ACCURACY AND DETAIL

This extraordinary chess set is crafted to the most unbelievable of standards. The shell of each piece is painstakingly cast in 100% man-made synthetic material and then completely filled with genuine air—the same air found in wrestling arenas around the greatest wrestling country in the world, the United States Of America!

Every evil sneer, bulging bicep, tacky costume and concealed weapon has been depicted with uncompromising accuracy. Every disgusting drop of sweat and trickle of blood has been richly captured by our artists and master craftsmen—many of whom sweat and bleed themselves!

As a result, the Crank'em Out Mint's Professional Wrestling Chess Set is a magnificent collection! A triumph over those who said it couldn't be done and over the millions more who said it shouldn't be done!

Each of the wrestling chessmen are distinctly different. Some are kneeling, others strutting,

still others grimacing in pain (after having just landed on their heads). All are specifically scaled in such a way so that it is *almost* clear which function they are to assume in an actual chess match, adding even more excitement to this otherwise boring game!

A specially written pamphlet, "Wrestling Chess Notation Made Easy," explains how to keep track of your moves:

*Q. Th B. ch = "Queen Toe-holds Bishop, Check"
N. Dk R. ch, tc, M! = "Knight Drop-kicks Rook,
Check (Three Count) Mate!"*

And so on. All made easy with our exclusive pamphlet!

AN UNBELIEVABLE ADDITION TO ANY CLOSET OR GARAGE

In addition, the deliberately over-padded chessboard mat is completely surrounded by ropes and ring posts, further blurring the line between the two games.

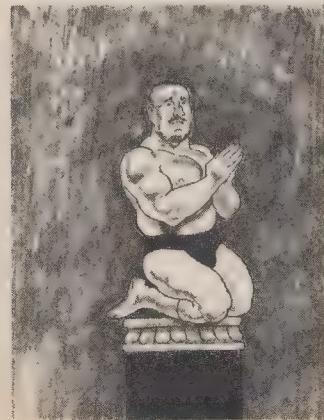
Imagine the fun you and your family will have with this incredible offer. Hour after hour of wrestling chess fun! Only, unlike real pro wrestling, you won't know the outcome of the chess match before it begins! Exhibited on a shelf or an old milk crate, this is a possession guaranteed to provoke emotions among all who make their way into your garage or unfinished basement!

BE SURE TO ACT BEFORE NOVEMBER 1

The subscription rolls are now open. This wrestling chess set may be obtained by direct sub-



**Jimmy Hart
BISHOP**



**Nikolai Volkoff
KNIGHT**



**The Iron Sheik
KNIGHT**



**Big John Studd
ROOK**



Bruno Sammartino
BISHOP



British Bulldog
KNIGHT



Uncle Elmer
ROOK



Hillbilly Jim
ROOK

scription only and, unlike our last three collection offers, will not be available in manufacturer close-out stores within a matter of weeks. For absolutely no reason whatsoever, WE URGE YOU TO ACT BEFORE NOVEMBER 1!

HOW IT WORKS

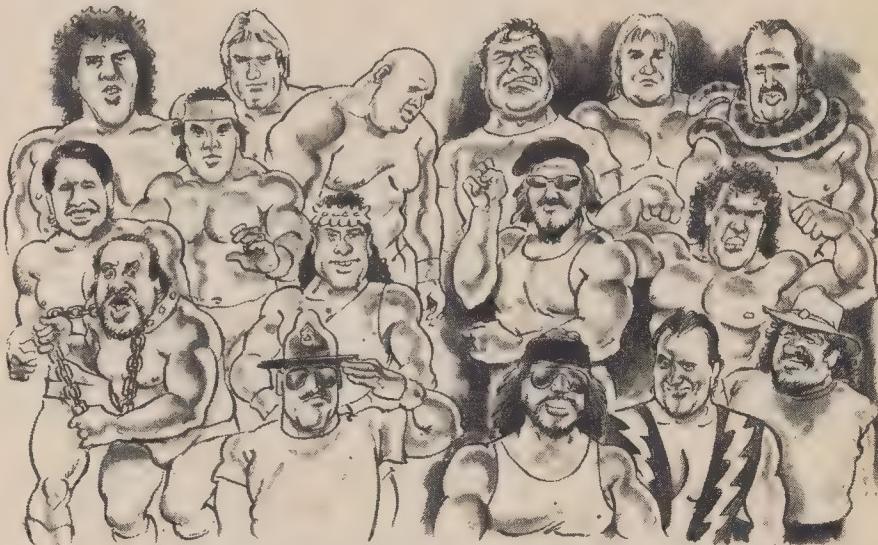
Wrestling chessmen will be sent to you once a week for the rest of your life. (In the event of your death, we reserve the right to ship the remainder of the set in bulk to be buried with you and bill your heirs accordingly.) You will be billed \$29.95 for each piece shipped, even if it was not necessarily shipped to you. In addition, there is a \$9.37 per piece charge for postage and handling, which you can save if you elect to personally pick up your wrestling chessmen each week at our foundry in Osaka, Japan. You may cancel your subscription at any time; however, that will not deter us from continuing to ship and bill you. Like the Iron Sheik's infamous "Camel Clutch," our hold on you is painful, indefensible and impossible to get out of.

To begin receiving your Wrestling Chess Set, send no money! Simply fill out the coupon below. You should know, however, that by having read the ad this far, we feel you are already under obligation, and you will most likely begin receiving chessmen whether you fill out the coupon or not. Therefore it is all the more important that you act before November 1!

Figures shown actual size.
(Your size may vary.)



King Kong Bundy
ROOK



THE PAWNS *White Tights:* King Tonga, George "The Animal" Steele, Andre the Giant, The Junk Yard Dog, Ricky Steamboat, Tito Santana, Jimmy "Superfly" Snuka, Sgt. Slaughter! *Black Tights:* The Magnificent Morocco, Jesse "The Body" Ventura, Brutus Beefcake, Greg "The Hammer" Valentine, Cowboy Bob Orton, Randy "Macho Man" Savage, Jake "The Snake" Roberts, Terry Funk!

The Crank'em Out Mint
Box P.K. -4
Boston Crab, Mass

SUBSCRIPTION APPLICATION

Please enter my subscription for the Crank'em Out Mint's Professional Wrestling Chess Set, consisting of at least 32 but not more than one thousand playing pieces.

I understand that a new wrestling chessman will be sent to me once a week forever; however, you reserve the right to increase the number of pieces sent to me at any time. I will be billed accordingly for each piece sent and will most likely be harassed and have my credit rating destroyed even if I pay each bill, however preposterous the amount, the moment it is received. I need not send any money now; however, I understand that it will become necessary to arrange to have my entire paycheck sent directly to you each week in the very near future.

Signature _____

Name _____

Address _____

City, State, Zip _____

Bank and Account Number _____

ALL A-BOARD GAME DEPT.

Do you remember when your family would go on those long boring car trips! And do you remember how your Mother would try to keep you kids entertained with "Auto Bingo"... that stupid little game with the cows and stop signs, etc. Well, what we have here is a similar game for another boring activity kids have to do with their parents. Here's

SUBWAY BINGO



SMELLY BUM



SPIDER GRAFFITI



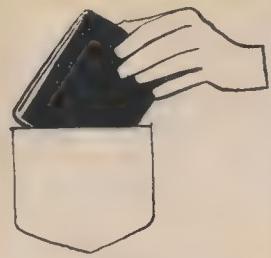
BIG CRAZY GUY
STARING AT YOU



"BLIND" BEGGAR



POLE TWIRLER



PICKED POCKET



TRANSVESTITE



CHAIN SNATCHING



PUKING DRUNK



DAY-OLD NEWSPAPER



GUARDIAN ANGEL



BLASTING RADIO



ROLLING BOTTLE



SOMEONE TAKING
UP TWO SEATS

**FREE
SPACE**



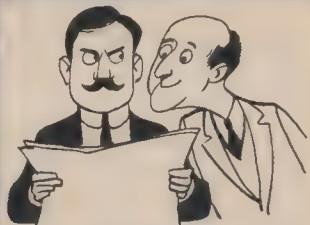
SOMEONE FALLING
ASLEEP ON SOMEONE



PREGNANT WOMAN
STANDING



LONG DELAY



OVER-THE-SHOULDER
NEWSPAPER READER



BLACKOUT



SEAT SQUEEZER



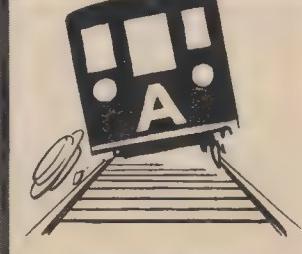
DOOR-HOLDER



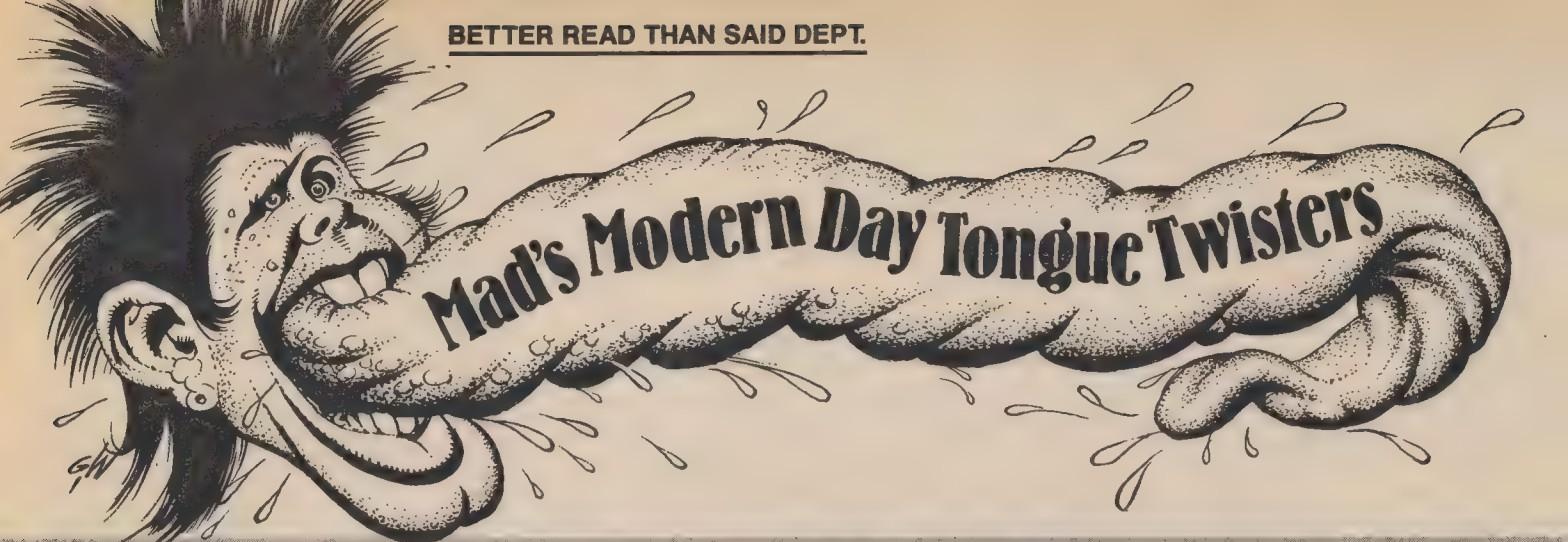
SOMEONE STUCK
IN DOOR



DEFIANT SMOKER



DERAILMENT



Mad's Modern Day Tongue Twisters

Comic Cosby Coaxes Coke Consumption

Plummeting Pump Prices Plague Persian Petrol Producers

Youths Seek Truth With Sex Sleuth Ruth

Blonde Baby Boomers Buy Bloomingdale's Blue Baby Bloomers

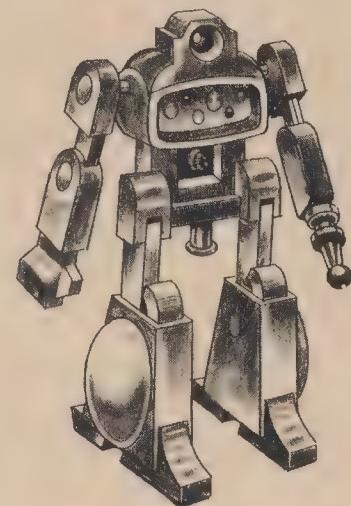
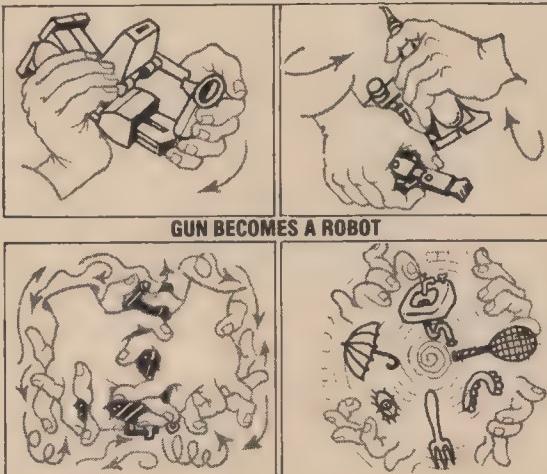
She Smells Slick Smells By The Seashore

How Much Dope Did The Dope Dealer Deal When The Dope Dealer Did Deal Dope?

Tots Toyng With Toxic Toys Get Totaled

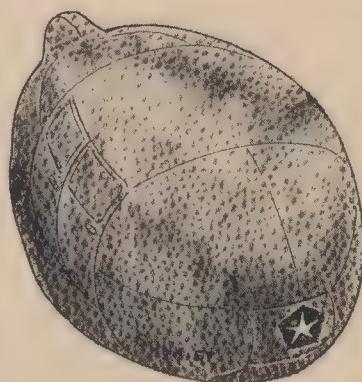
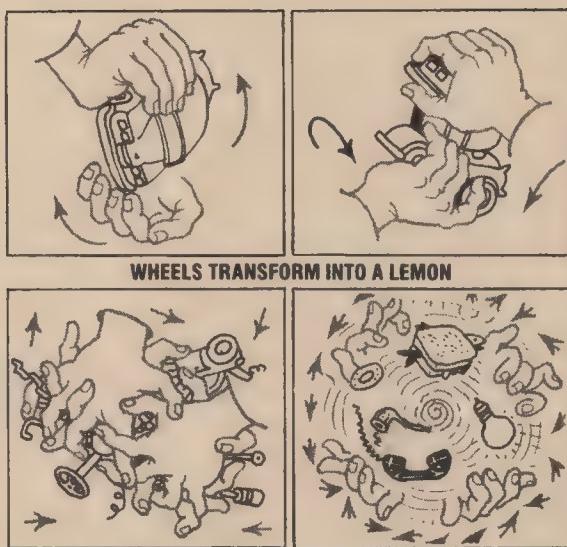
CHANGE REACTION DEPT.

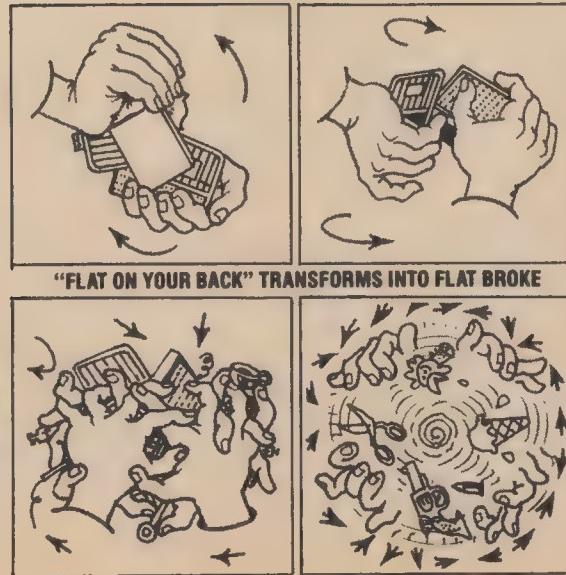
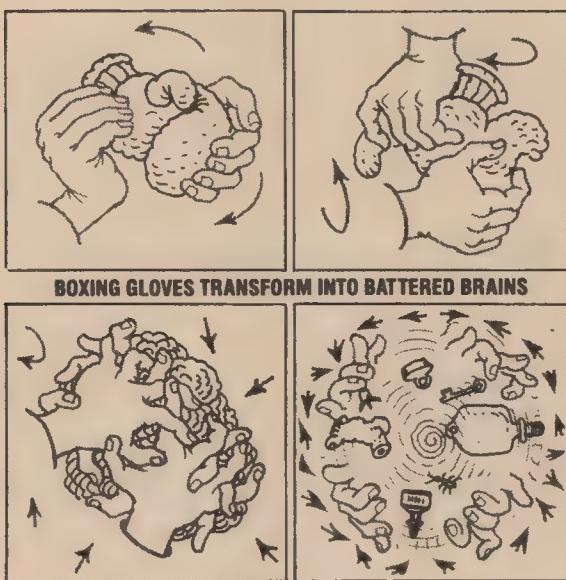
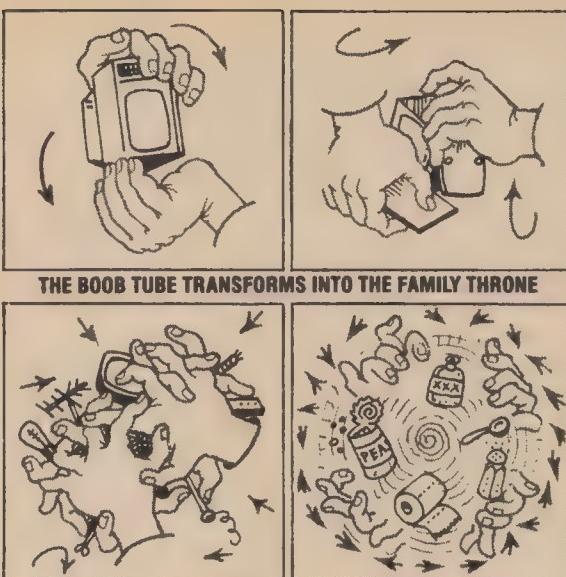
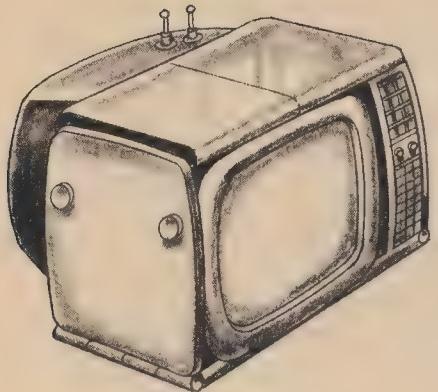
GOBOTS and TRANSFORMERS are the hottest toys of the year! As the name implies, these toys transform from one thing into another. For instance, a few deft twists of its moveable parts, and a

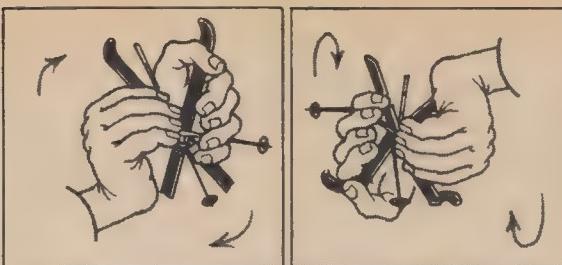


Great! Except they only deal in the fantasy world! What kids need today are toys that deal in the real world! Toys like MAD's...

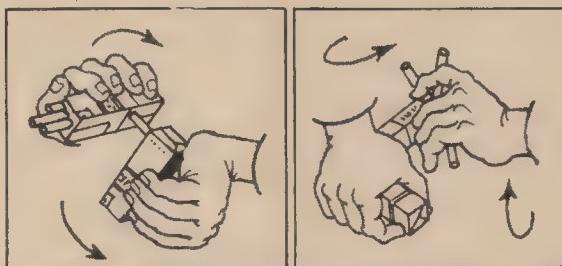
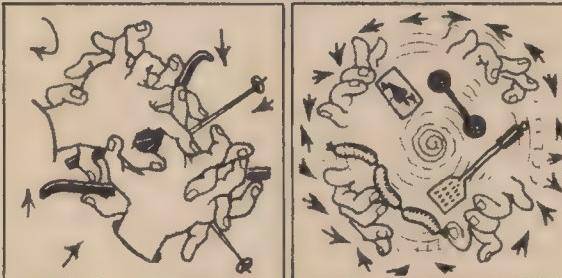
TRULY LOGICAL TRANSFORMERS



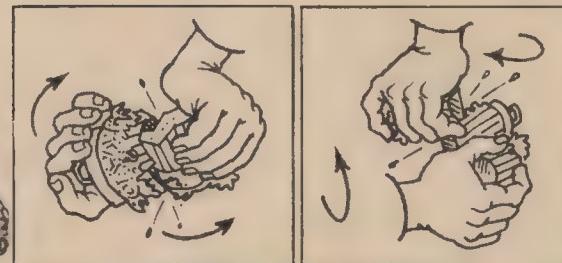




SKI TIME TRANSFORMS INTO BUSTED KNEE TIME



ASHES TRANSFORM INTO ASHES



TRASH TRANSFORMS INTO GARBAGE



Al Jaffee

ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a Video Games Center. Unfortunately, he didn't do a very

HOW MANY MISTAKES CAN



good job. In fact, he made a lot of mistakes...20 in all! Now it's up to you to find them. Which is why we're asking:

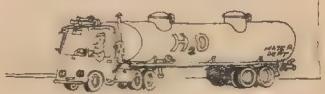
YOU FIND IN THIS PICTURE?



ANSW ▶

1. The teenager isn't playing a game because his parents forbade him to spend any more money in here.
2. The guy who has to go to the bathroom is actually leaving the game to go to the bathroom.
3. There is an "Out Of Order" sign on a game that's out of order.
4. The owner of the Video Game Center is reporting all of his cash income.
5. The Game Center Manager is actually exercising his right not to admit undesirables.
6. The guy calling home is not telling his parents that he's "studying in the library."
7. The guy who ran out of money is not bumming from his friends.
8. The Mafia does not own any of these Video Game Machines.
9. The guy is not being humiliated by his friends for his low game score.
10. The guy who lost his quarter in a game is lodging a formal complaint instead of destroying the machine.
11. The person who didn't receive his change from the vending machine is getting reimbursed.
12. The player had a good time playing "Pong," even though he lost.
13. The guy with the empty candy wrapper is looking for a trash can to throw it into.
14. The change-making machine is not out of change.
15. There are girls in here.
16. The "Instructions For Playing The Game" is clear and comprehensible.
17. The guy is more interested in his date than he is in the video game.
18. The student is not cutting classes to play the games.
19. The man in the suit and tie is not a Truant Officer.
20. This guy has decided to stop playing the games because he wants to save his last dollar to buy MAD.

ARTIST: MORT DRUCKER
WRITER: CHRIS HART



MANHATTAN RULES

OBJECT OF GAME is to go around board as many times as possible before losing everything.

MONEY. Each player is given \$50 million, of which \$25 million is in unredeemable bonds and worthless. Of the remaining \$25 million, \$5 million is paid back to bank immediately as Game Tax. Each time a player returns to *GO*, whatever money he has left is reduced 10 per cent by inflation.

MORTGAGES. Every property is mortgaged at start of game. Before player can buy property (which he is a fool to do), he must pay off mortgage plus 30 per cent interest.

BANKRUPTCY. When a player has no money, he is bankrupt and must go to Default, and cannot get out until he rolls craps. Which is as it should be, since anyone living in Manhattan is shooting craps.

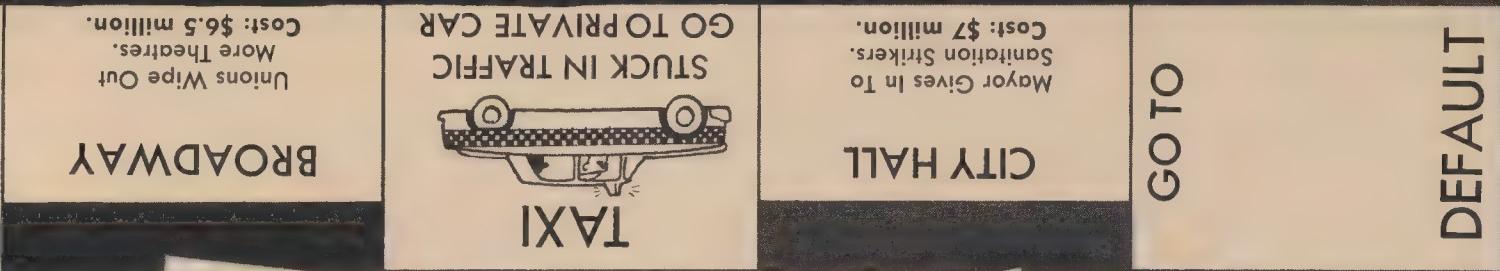


		PAY \$75.00!
		ILLEGAL PARKING
		GREENWICH VILLAGE
Junkies Destroy Tourist Trade Cost: \$5.5 million.		
		BUS
		IN BANKRUPTCY
Rail Strike Paralyzes Entire City. Cost: \$5 million.		GRAND CENTRAL STATION
		CON EDISON
Power Blackout. Pay \$5000,000. In Rate Increase.		GARMENT CENTER
New Taxes Drive Out Wholesalers. Cost: \$4 million.		IN DEFAULT
JUST BORROWING		

High Living Costs Drive Out The Middle Class.
Cost: \$6 million.

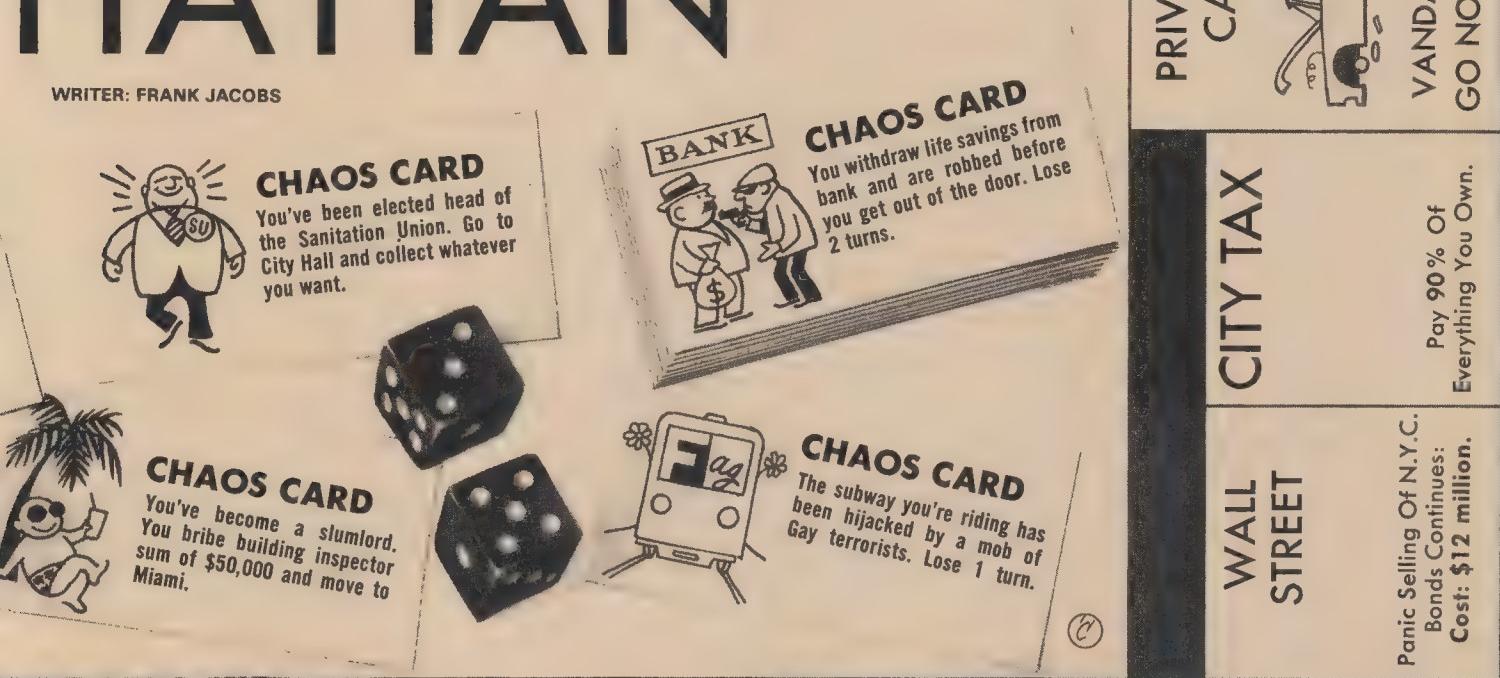
WEST SIDE

COLLAPSE CARD	COLLAPSE CARD	COLLAPSE CARD
Drop payment on checks and stop paying on property. \$200,000 for each hotel. Then try—\$50,000 for each house. Make repairs on all your prop- erty—\$500,000 for each house.	Leave, don't do anything! been exceeded Major of just Court martial! You've just been arrested! Major of just left Times Square and shout for help while being robbed in broad daylight lose everyting you own, including your playing token.	MAN
COLLAPSE CARD	COLLAPSE CARD	COLLAPSE CARD
CHAOZ CARD	CHAOZ CARD	CHAOZ CARD
Go directly to Default. Do not pass Go. Do not collect \$2 million. Do not expect to sur- vive another turn.	The political boss you've bank- rolled has been indicted for grand larceny. Throw away \$200,000.	ARTIST: BOB CLARKE
CHAOZ CARD	CHAOZ CARD	
Take a walk on the Boardwalk (oops, sorry—wrong game!).		
TIMES SQUARE	SUBWAY	
Sleazy Porno Shops & Hard-Core Movies Ruin Area. Cost: \$3 million.		ON STRIKE
		GO TO BUS



HATTAN

WRITER: FRANK JACOBS



CENTRAL PARK

Daylight Muggings Require More Police Details.
Cost: \$2.5 million.

CHAOS



PICK A CARD

HARLEM

Slumlords Abandon Tenements, Fail To Pay Real Estate Taxes. Cost: \$2 million

COLLECT \$2 MILLION IN I.O.U.s AS YOU PASS

GO

Decay Of Entire Area Discourages Builders.
Cost: \$9 million.

More Quality Merchants Flee City
Cost: \$9 million.

Pay 90% Of Everything You Own.

Panic Selling Of N.Y.C. Bonds Continues:
Cost: \$12 million.

At one time or another, almost every one of us has received one of those "Good Luck Chain Letters." They're all pretty much the same. They promise incredible fortune and good luck—as long as you don't break the chain. And so, you make 20 copies—and you send them out, just in case there might be something to the stupid scheme. Don't you feel like an idiot doing it? Wouldn't you like to get even with all the nerds who create those Chain Letters—or who send them to you? Wouldn't you like to put an end to Chain Letters once and for all? Well, now you can—by mailing out

THE MAD CHAIN LETTER

WRITER: FRANK JACOBS

----- cut on dotted line -----

Dear Friend:

You have been chosen to receive this Message of Fortune. Do not doubt its power. It has circled the world more than 59 times. You will feel the full effect within four days, provided you do not break the chain.

An American Air Force general kept the chain going, and three days later lost \$250,000 in a stock swindle. A.J. Melton became impotent after he mailed out his 20 copies, but enjoyed a miracle recovery when the Post Office returned the letters because of insufficient postage. The chain was begun in 1933 by a convict in French Guiana. 18 hours later, a guard broke his skull and left his body for the ants. All 20 recipients kept the chain going. Of these, 10 developed incurable diseases, five were injured in natural catastrophes, four were trampled by mobs and one married an undesirable woman. Morris Belzer received the letter in 1947 and ignored it. Today he is a millionaire from his investments in the fast foods industry. E.W. Young asked his secretary to mail the 20 copies, but she put her own name on the letters instead. Three days later one of her implants fell, and she began to sweat abnormally in buses. The chain is powerful. Lydia Carver and her twin sister Marie both received this Message. Lydia kept the chain going, and five hours later disappeared in a Baltimore shopping center. Marie was not a believer and threw the letter away. Today she is married to a very successful tile salesman in the Midwest and drives a Celica. Such is the power of the chain.

You have been chosen. Remember that you are responsible for the chain and must realize its consequences. Cross out the first name on this list, then add your name at the bottom and mail 20 copies to those with whom you would like to share Fortune's Message.

M.R. Steinert (dec.)

K. Rithbee, c/o Winville, S.C.,
County Welfare Hospital

James Fitch (dec.)

M.M. Kaye, 60071—Death Row,
San Quentin Prison

Jean Farr (dec.)

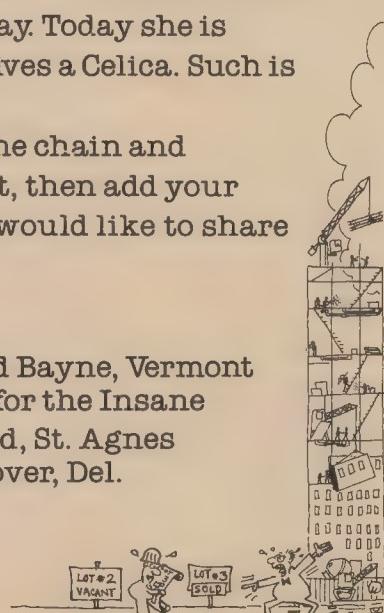
W.W. Farr (dec.)

N. Bonaparte, c/o Harold Bayne, Vermont
Hospital for the Insane

J. Tantallo, Critical Ward, St. Agnes
Hospital, Dover, Del.

Byron Wilkes (dec.)

H. Conner (dec.)



TWO BIT OPERATOR DEPT.

Hi! I'm Clint Westwood, and I make a million bucks a picture! I used to think that was easy money until I discovered someone who really makes a fistful of dollars! So let's step into the Milky Way Arcade and meet Philo Starbuck...

MAD'S VIDEO GAME ARCADE OWNER OF THE YEAR

Mr. Starbuck, it's been said that you are a **money-hungry operator** who's getting rich at the expense of kids!

That may be true, Clint, but at least my **Arcade** keeps the kids off the streets, away from crime and violence!

I just saw two teenage punks shaking down a little kid for his last quarter!

I'll have them thrown out! I don't allow such behavior here!

They're using the money they took to play **Tempest**!

On the other hand, boys will be boys!



ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

Tell me, what's your most popular game?

Pac-Man!!

That must make the manufacturer very happy!

It would, except that I buy pirated machines ... at half the cost!

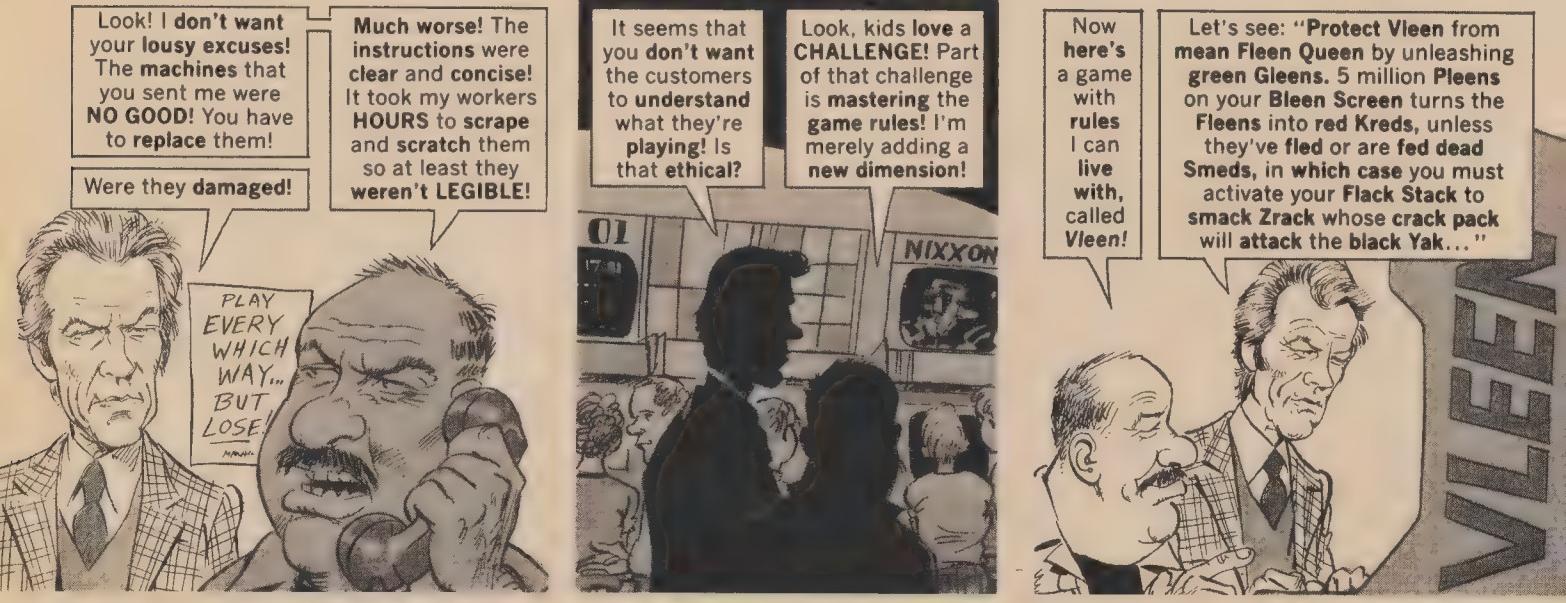
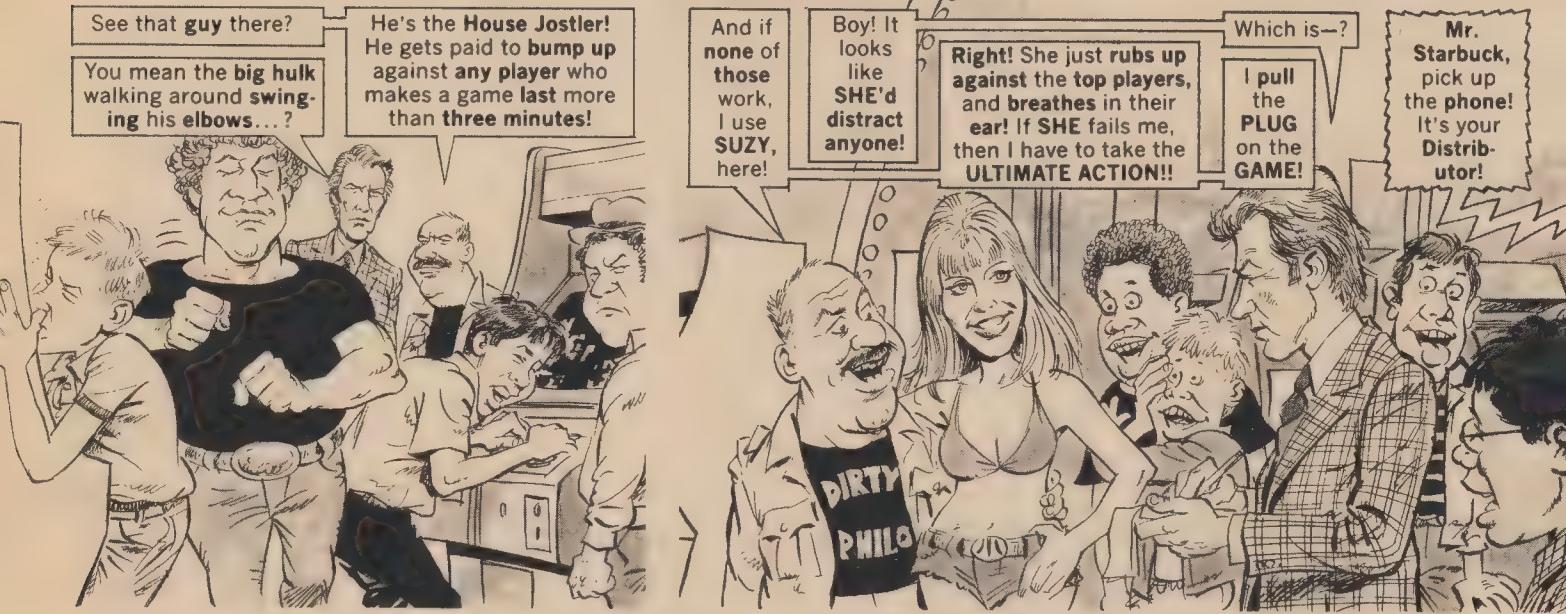
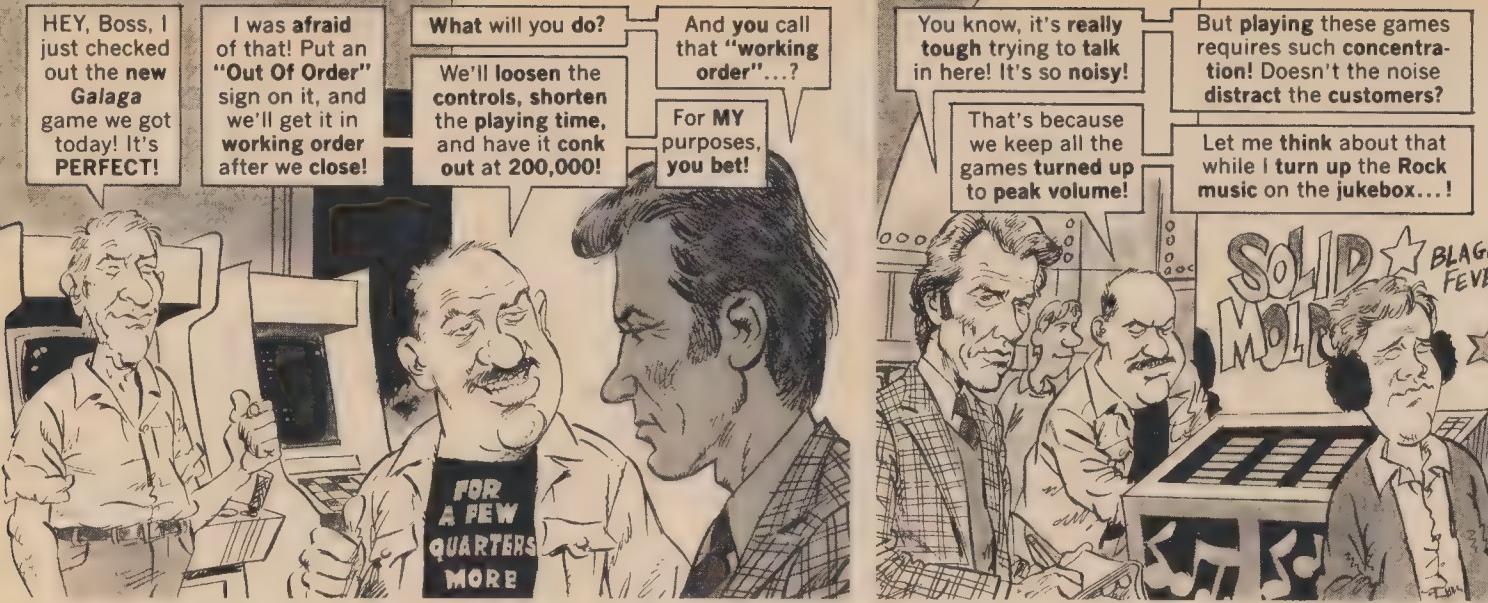
But what if the manufacturer finds out???

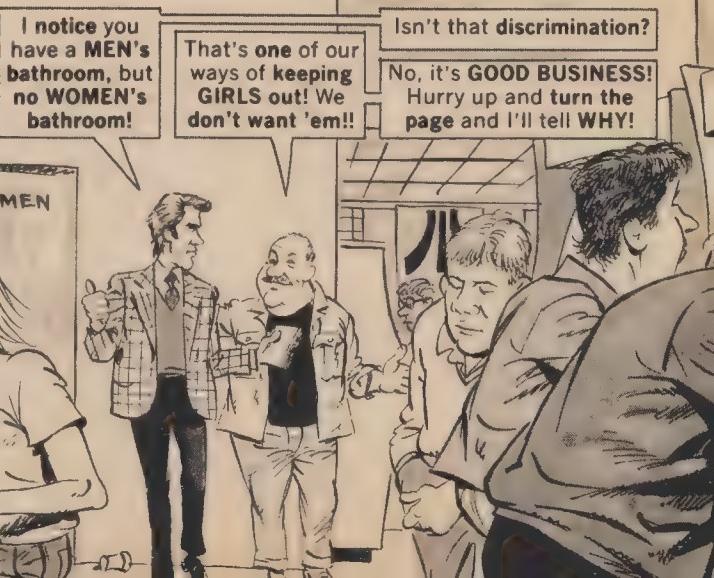
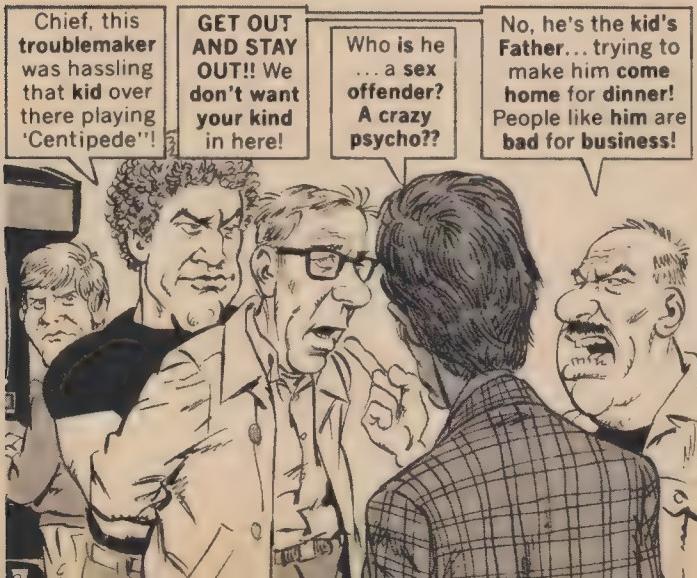
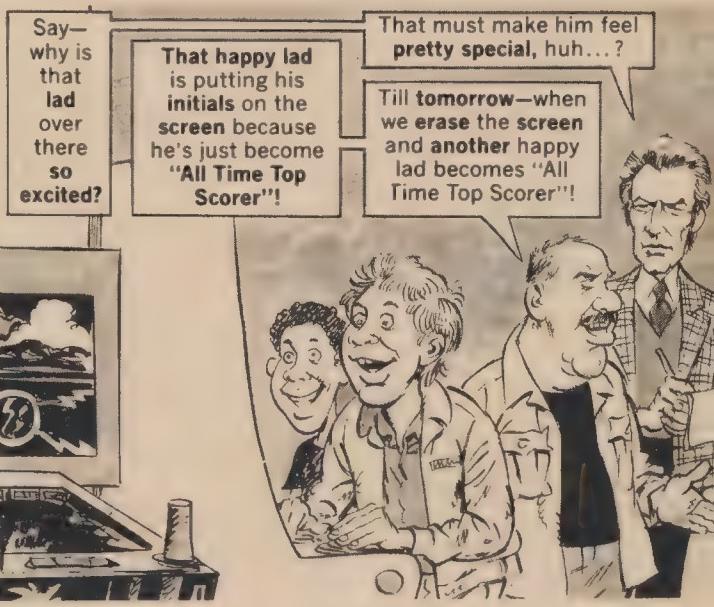
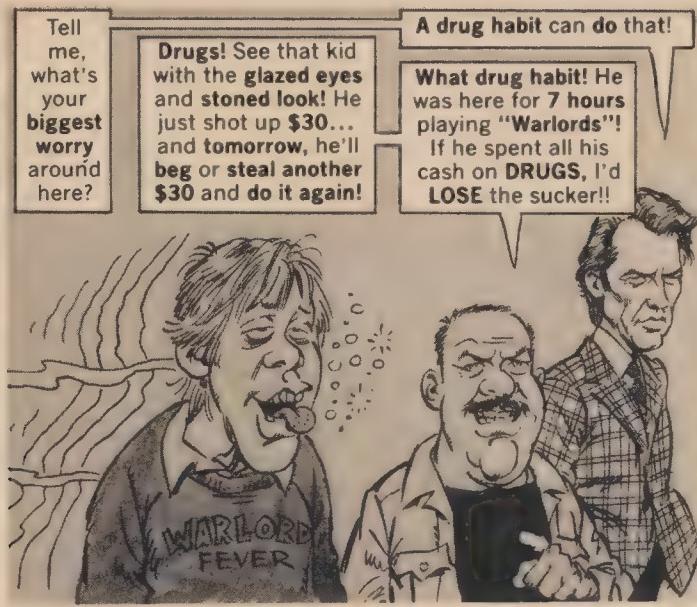
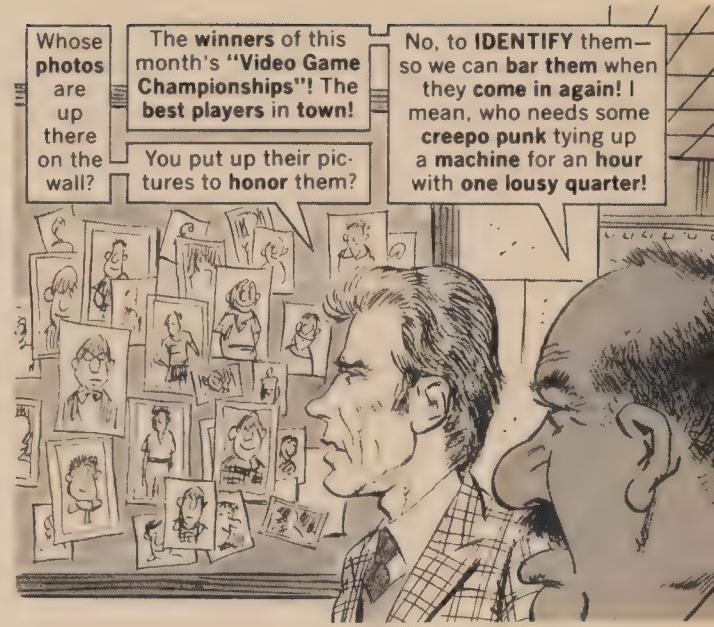
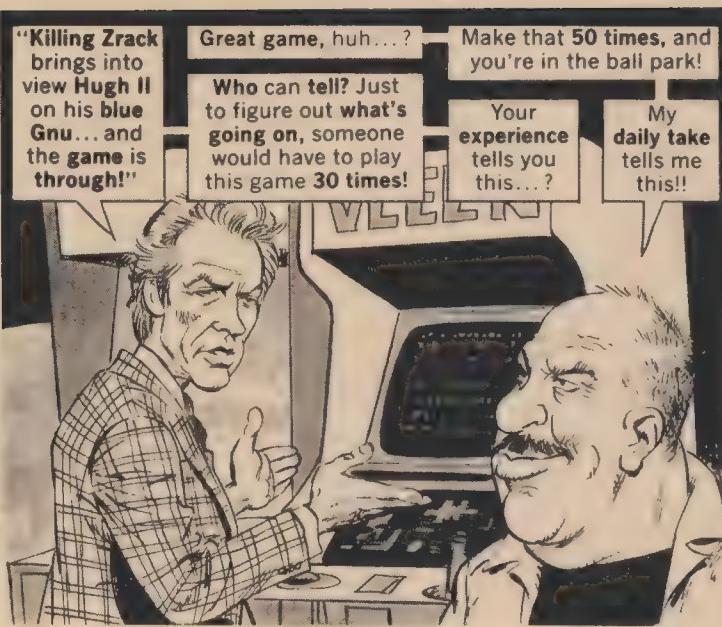
Then I'll dump Pac-Man and bring in Pic-Man, or Poc-Man, or Pyc-Man or Puke Man!

But those are illegal imitations! You'd be guilty of fraud! What would you say if you were hauled into Court?

That I never WAS much good at spelling!







You let **BROADS** in here, and before you know it, there's **mingle**! And you know what **obscene things THAT** could lead to?

Uh—
you
mean
like
SEX?

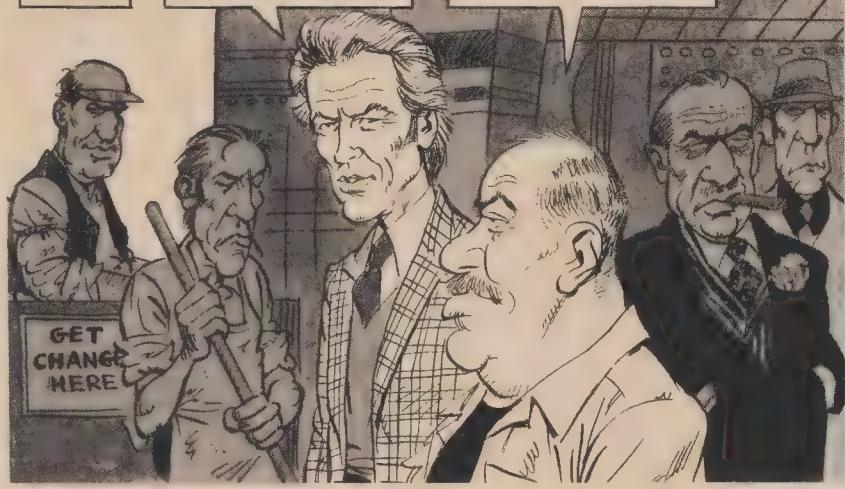
Worse!! Guys would be taking them to **movies** or **ice cream parlors** or **pizza joints...** instead of **spending their money HERE!!!**

Is this arcade part of a giant conglomerate?

Oh, no, Clint! Why, this is strictly a **FAMILY BUSINESS!**

And does your family work here with you?

Sure! Big Louie is my cashier! Sam the Shiv cleans up! And Don Tor tolone **HIMSELF** comes in after closing to count the day's take!



Are you saying this place is run by the **MAFIA**???

Excuse me a second!

Hey, Angelo! Uncrate those hot **Defender** machines that just came in from Jersey!

And tell Vito to lean on that kid running up the big score on **Frogger**!!

Now... you were asking??

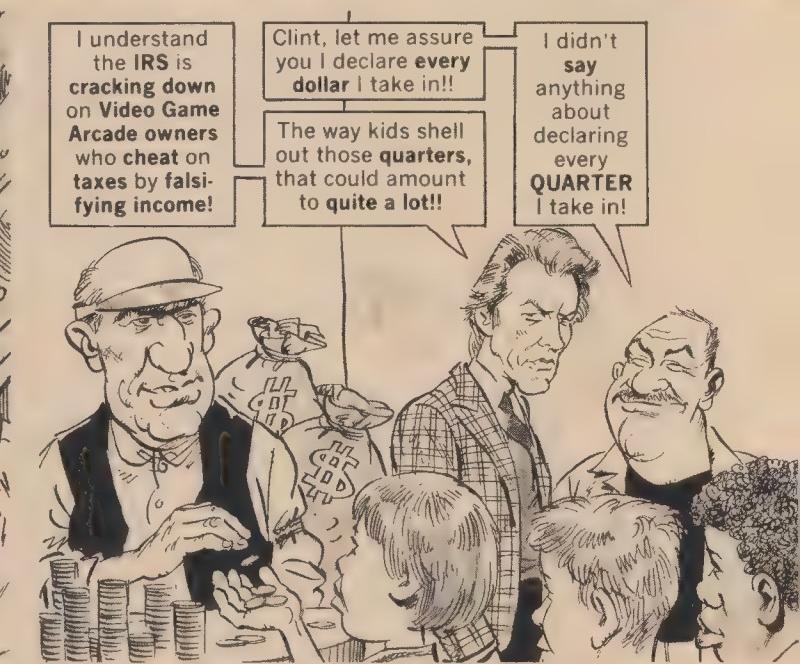
Uh... forget it!!

I understand the IRS is cracking down on Video Game Arcade owners who cheat on taxes by falsifying income!

Clint, let me assure you I declare **every dollar** I take in!!

The way kids shell out those **quarters**, that could amount to quite a lot!!

I didn't say anything about declaring every **QUARTER** I take in!



Tell me, how long has your Video Arcade been operating?

We opened our doors on the morning of May 7, 1980!

And when did you start showing a **PROFIT**??

Right after **LUNCH**!

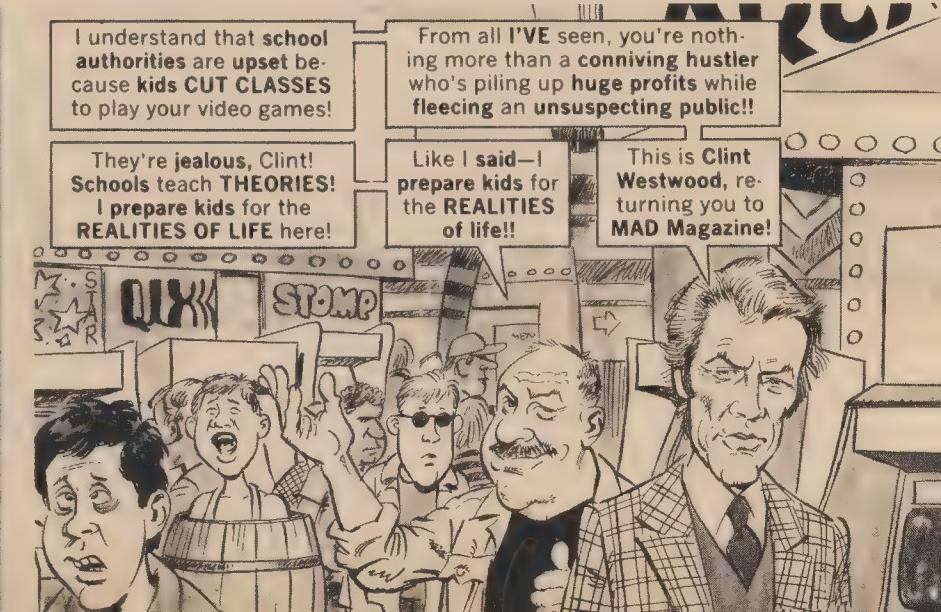
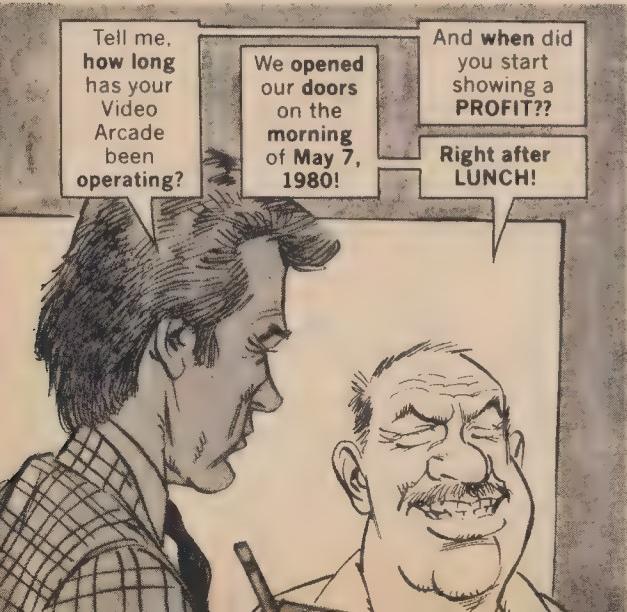
I understand that school authorities are upset because kids **CUT CLASSES** to play your video games!

They're jealous, Clint! Schools teach **THEORIES**! I prepare kids for the **REALITIES OF LIFE** here!

From all I've seen, you're nothing more than a conniving hustler who's piling up **huge profits** while fleecing an **unsuspecting public**!!

Like I said—I prepare kids for the **REALITIES of life**!!

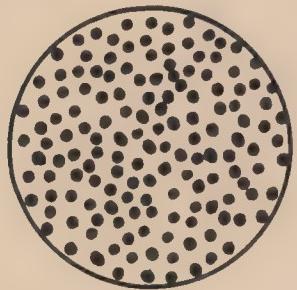
This is Clint Westwood, returning you to **MAD Magazine**!



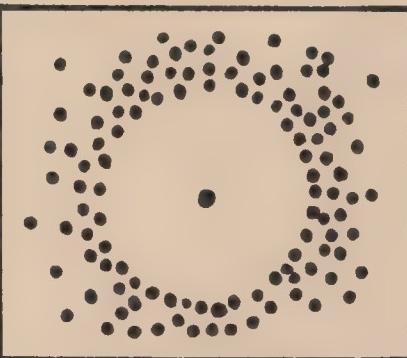
MAD

DOTS

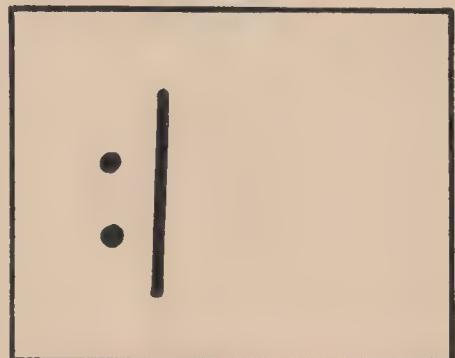
DOTS



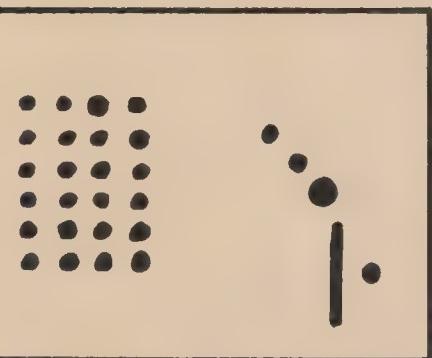
AN OVERHEAD VIEW OF
RONALD REAGAN'S
BIRTHDAY CAKE



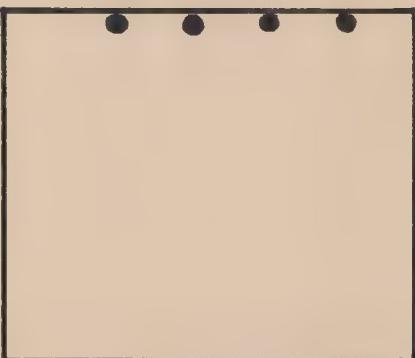
SOMEONE DYING ON A
NEW YORK CITY STREET



STARTING LINE AT THE FROSTBITE
FALLS, SOUTH DAKOTA ANNUAL
MARATHON



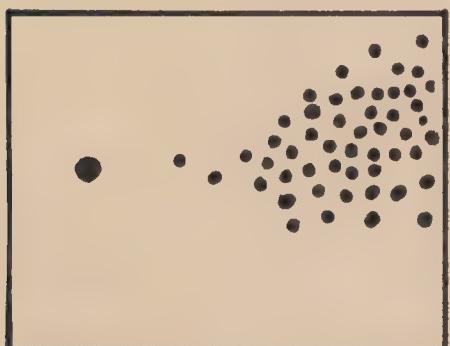
REFRIGERATOR PERRY ON THE
JOHNNY CARSON SHOW



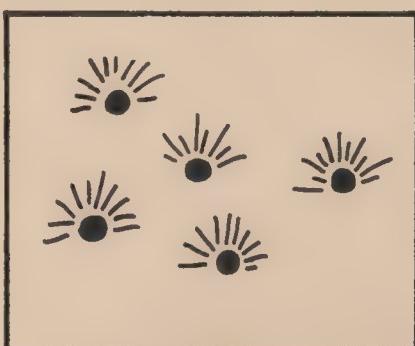
DIDN'T FEED THE FISH



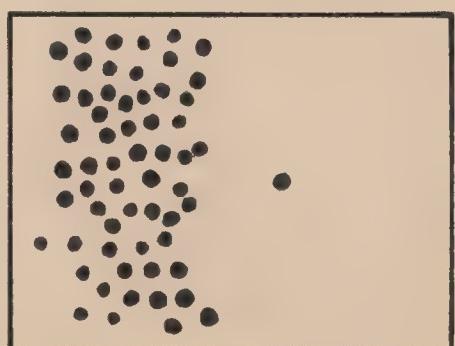
OVERFED THE FISH



A SWARM OF PIMPLES
APPROACHING A KID
EATING A HERSHEY BAR



RESIDENTS OF
THREE MILE ISLAND



THE KU KLUX KLAN'S IDEA
OF A FAIR FIGHT

Some time ago, we introduced an exciting new game that anyone with a sense of humor and a typewriter could play. Then we sat back and waited for the fad to sweep the nation. That was in 1962... and we're still waiting! What's wrong with you clods? It's fun creating—

THE HAWAIIAN CHIEF EDITOR

ARTIST: SMITH CORONA

WRITER: DESMOND DEVLIN

Have you considered
plastic surgery?

I'd like you to meet
my uncle from Texas!

Hut...two...three
four...! Hut...two
three four! HAITI

1
P

୬

Is this where I buy
my ski lift ticket?

You put too much starch in my shirt

T

T
E

What makes you think there's a problem at TransAlta?

God I hate rush hour |

((()) *))

Gee, I've been a fan
of yours for years,
Little Orphan Annie!

Be with you in a minute! Just waiting for my deodorant to dry!

**Why, Ann! You're—uh
—putting on a little
weight, aren't you?!**

That guy will do anything to get some attention!

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P

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3

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How long do you suppose this garbage strike will last?

JUJUB! How many litters have I told you to wipe your feet before you come in the house!

II

I E I

二

T T M

I broke it playing

III

W
V
—
—
—
—
—
—
—
—
—

18

W
V

cerned, he just
doesn't exist!

to come out of that shell of yours, Helen!

about time you trimmed
that nose hair of yours?

۲۰

८

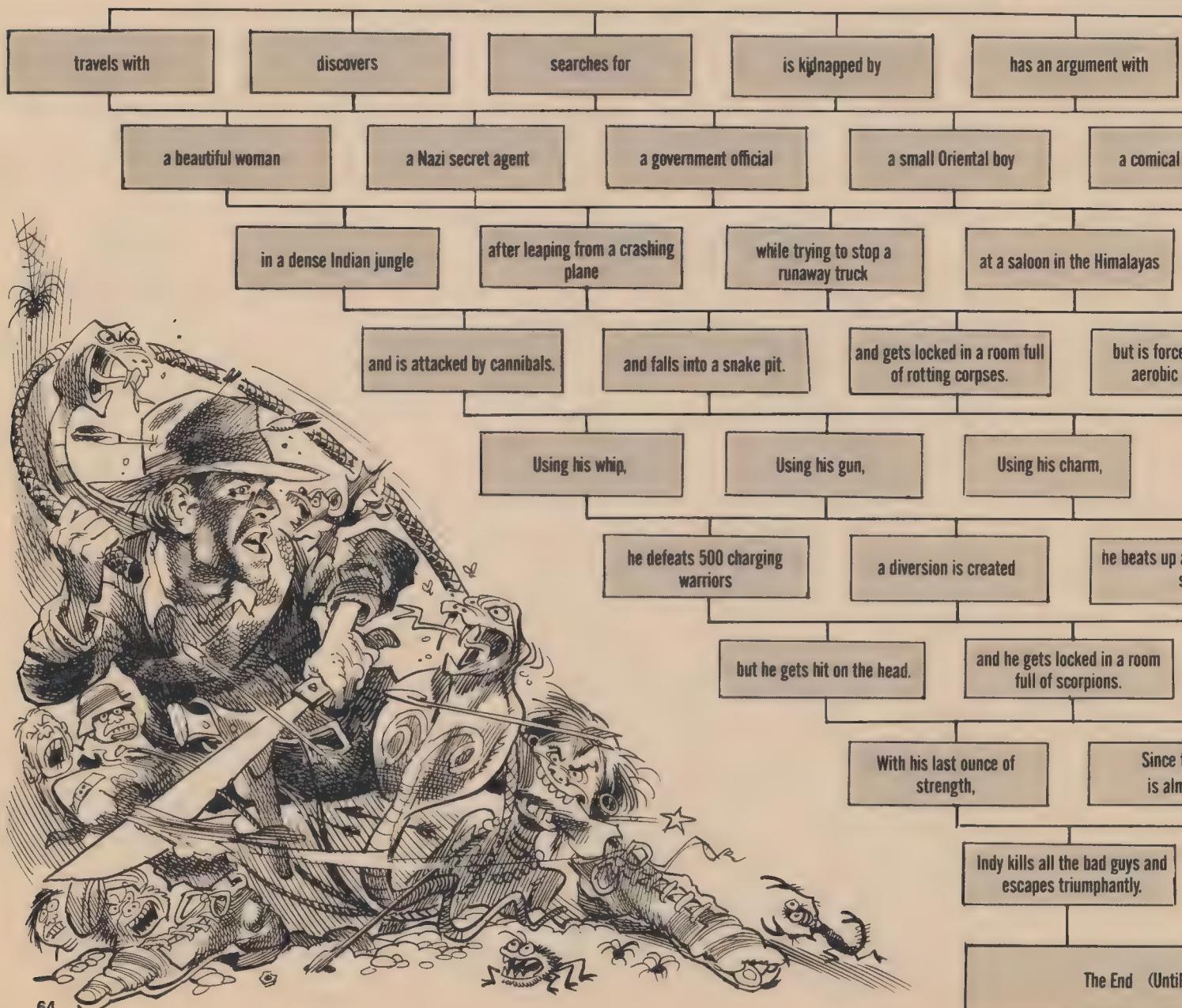
R
P

Everyone loves those "Indiana Jones" movies, but they take so darn long to make, it's easy to get bored while waiting for the next one. Not any more! Now, whenever you get the urge to experience a pulse-pounding new "Indiana Jones" adventure, merely start at

MAD'S DO-IT INDIANA JONES



INDIANA



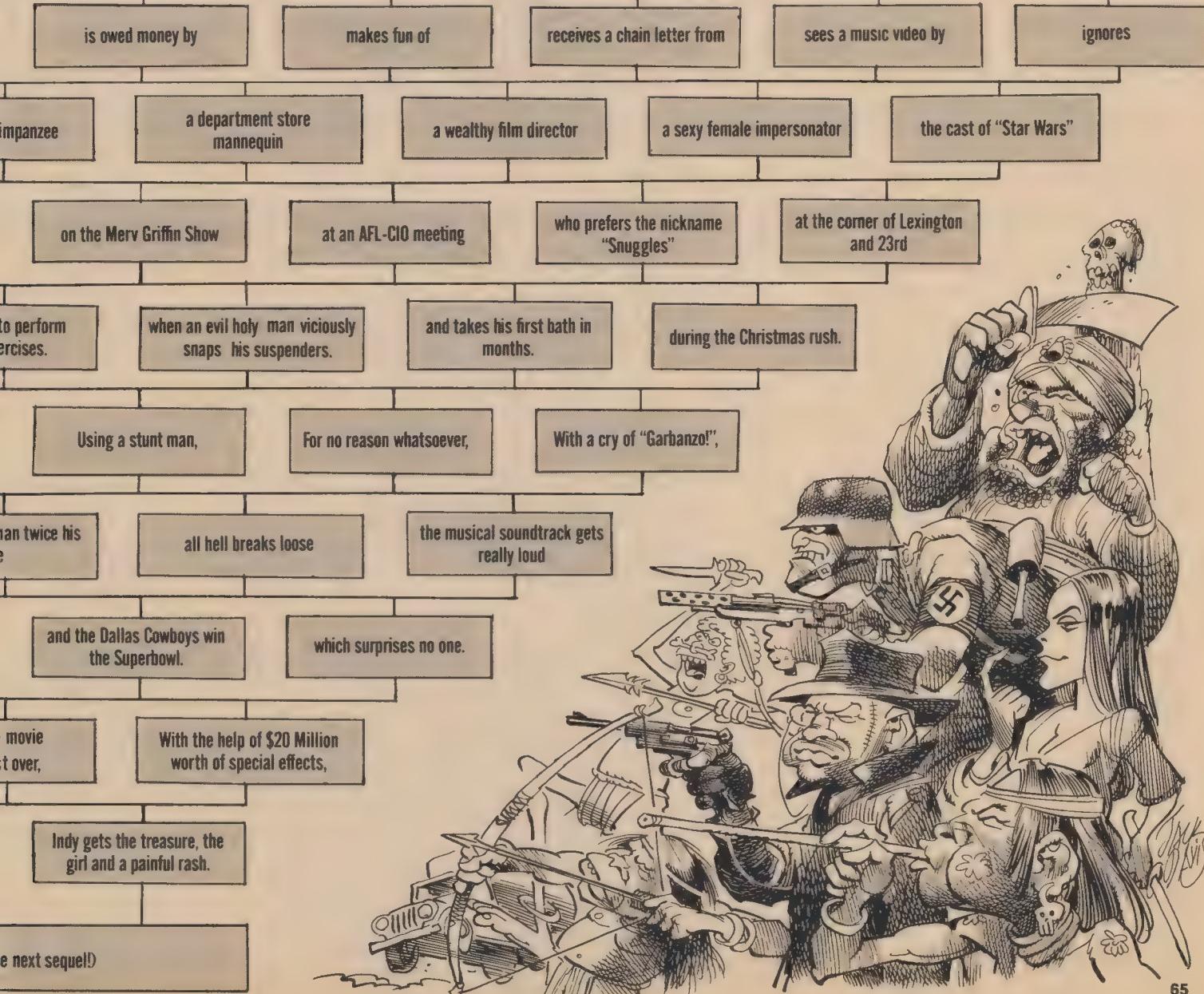
the top of the accompanying chart and work your way down, pulling one exciting story element from each row. By the time you reach the bottom, you'll have the plot summary of a brand new, thrilling sequel that even Steven Spielberg himself would be proud of.

INDY-YOURSELF NES' SEQUEL

ARTIST: JACK DAVIS

WRITER: CHARLIE KADAU

A JONES



THE LAME OF THE GAME DEPT.

"Trivial Pursuit" is such an enormous success that its makers have been able to cash in big by selling "special editions" of the game to movie buffs, sports enthusiasts, baby boomers

Future 'Special Editi

LAME DUCK THE POLITICIAN'S EDITION

IDEA: ELIZABETH WHITE

FI In our nation's capitol, those responsible for formulating important legislation are known as _____?

L What do the White House, the Washington Monument and the Lincoln Memorial have in common?

IB What does the Pentagon consider its biggest threat?

US After the President and the Vice President, who is next in command of the U.S. Government?

T When a President is inaugurated, what must he swear to do?

ER How have many well-known politicians chosen to end their careers?

FI Lobbyists
All three have been offered as Grand Prizes in the Publisher's Clearing House Sweepstakes

L World peace

IB Lee Iacocca

US To never pre-empt "The Cosby Show" for a press conference

T By accepting the endorsement of Walter Mondale

BOOM! THE TERRORIST'S EDITION

K What usually tops the list of terrorists' demands?

HA What method do hostages frequently use to insure their safe release?

D What is worse than being hijacked by Palestinians?

A What evil organization keeps more innocent people living in terror than any other?

FF What is Libya's "Line Of Death"?

Y What is the official term used by airlines for bombs placed on passenger jets?

K To be a guest on "Nightline"

HA Keeping a diary and offering 50% of the profits when it's published back in the States

D Being rescued by Egyptians

A The I.R.S.

FF "Hey Moammar, you suck!"

Y In-flight movies

WAITING ROOM THE DOCTOR'S EDITION

Q What do the initials "M.D." after a doctor's name stand for?

UA When an unconscious person with a serious head injury is rushed to an emergency room, what is the first thing doctors check for?

C What do four out of five doctors recommend for pain?

K In the hours immediately following surgery, what is the greatest threat to the patient's life?

ER What medical procedure used to be performed routinely by doctors, but is now considered superfluous and unnecessary?

Y What sleep-inducing anesthetics are the overwhelming favorites of M.D.s?

Q Malpractice Defendant

UA A valid insurance card in the person's wallet

C Hitting yourself on the head with a hammer

K Hospital food

ER Getting a degree from a reputable medical school

Y The magazines found in their waiting rooms

and music fans. We at MAD figure that if they keep this up, it won't be too long before they run short of good topics and begin scraping the bottom of the barrel by introducing these...

EDITIONS OF TRIVIAL PURSUIT

HOME ROOM THE HIGH SCHOOL EDITION

WRITERS: JOE RAIOLA AND CHARLES KADAU

D	What is the worst mark a student can get?
ET	If a student wakes up with nausea and a headache what does he have?
EN	When during their four years do most high school students receive instruction in Sex Education?
T	More than anything else, what do high school boys wish they could take off their girlfriends on a date?
IO	What is required reading for all freshman students?
N	Excluding gym, what is the one thing most students wish they could take again?

D	A zit on prom night
ET	A geometry test that morning
EN	After football games, behind the bleachers
T	Their braces
IO	The graffiti on the wash-room walls
N	Their yearbook picture

WACKO THE PSYCHOTIC'S EDITION

PA	Who said 'Give me liberty or give me death'?
R	What is Jack Nicklaus best known for?
A	What is the Dewey Decimal System?
N	Where does the President live?
O	What causes the careers of many pro football players to end prematurely?
ID	Who is Miss Piggy in love with?

PA	The tiny man in your medicine cabinet
R	For killing the evil blue giraffe that was threatening New York
A	A diabolical plot hatched by Frank Sinatra and Abe Lincoln
N	No one knows, the real President was replaced by a robot clone in 1981
O	Russian mind control waves
ID	I can't answer that, the CIA is listening in on my conversations!

HUMBUG THE CHRISTMAS EDITION

PE	What jolly, red-cheeked fat man comes into people's homes on Christmas Eve?
R	What are the colorful little people who build Christmas toys called?
RY	At office Christmas parties, under what do secretaries traditionally kiss their bosses?
C	What are the happy people who travel from home to home in small bands on Christmas night called?
OM	Why does Santa travel all over the world on his sleigh on December 24th?
O	According to the old song, what is received on the 12th day of Christmas?

PE	Ed McMahon on "The Tonight Show Christmas Special"
R	Illegal aliens
RY	The threat of being fired
C	Burglars
OM	To earn frequent flyer bonus miles
O	Credit card bills

If you've ever been unlucky enough to see a copy of The Congressional Record, you're already aware that it's the most boring publication in America! We think it would be a lot more fun to read if its editors added a feature like this one, which we call

MAD'S CONGRESSIONAL RECORD

HAIR STYLE ROULETTE

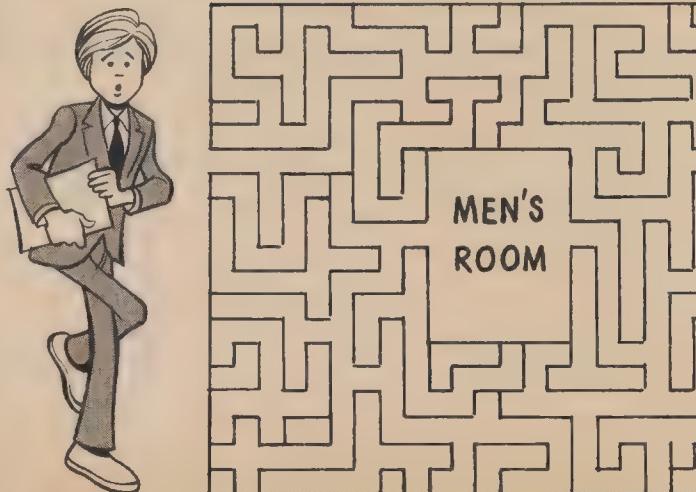
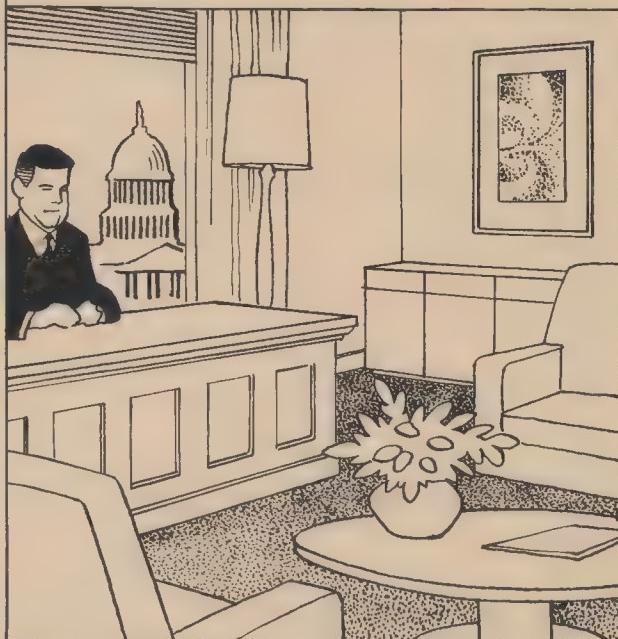
WASHINGTON, DC HAS SEEN MANY NOTABLE HAIR STYLES COME AND GO OVER THE YEARS... CAN YOU MATCH THE PERSON WITH THEIR FAMOUS WASHINGTON HAIR STYLE?



- A TIP O'NEILL
- B TED KENNEDY
- C BEN FRANKLIN
- D RONALD REAGAN
- E GEORGE WASHINGTON
- F ABE LINCOLN
- G MARTHA WASHINGTON
- H FRANK SINATRA
- I JESSE JACKSON
- J DOLLY MADISON
- K NONE OF THE ABOVE



WHAT'S WRONG WITH THIS PICTURE?



PUZZLE PAGE

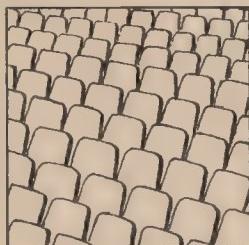
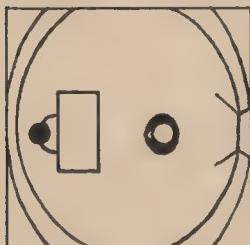
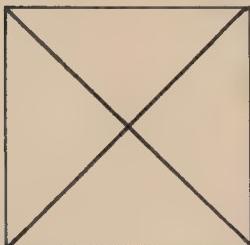
ARTIST: BOB CLARKE

WRITER: DON EDWING

WHAT IS THIS
ON THE LEFT?

WASHINGTON EYE PUZZLERS

CREATE AN APPROPRIATE
TITLE FOR EACH OF THE
EYE PUZZLERS BELOW.



CONGRESSIONAL MAZE

SEE IF YOU CAN
GET THE CUTE NEW
CONGRESSIONAL
PAGE IN AND OUT
OF THE MEN'S ROOM
BEFORE THE
CONGRESSMAN
CAN CATCH HIM!



QUOTE QUIZ

MATCH THE FIGURE ON THE LEFT
WITH THE PHILOSOPHY ON THE RIGHT



1 SENATE REPUBLICANS



2 HOUSE DEMOCRATS



3 THE PRESIDENT



4 NANCY

IF IT WEREN'T FOR
ME... THE DEFICIT
WOULD BE IN
WORSE SHAPE!

WHAT'S FOR
LUNCH?

MY PLAN FOR THE
NEW TAX PLAN IS
THE ONLY ONE!

I'LL TAKE THE
RESPONSIBILITY AND
CREDIT FOR ALL THE
NATION'S UPSWING!

FOR ANSWERS, TURN TO THE FOLLOWING PAGE →

PUZZLE PAGE ANSWERS

ANSWER TO

HAIR STYLE ROULETTE

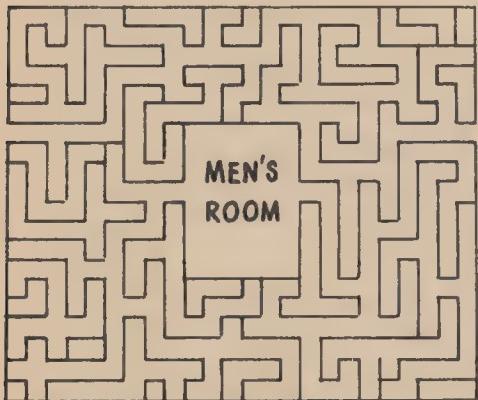


CLEVER YOU!!

K IS CORRECT... ALL THE HAIR STYLES WERE WORN BY LIZ TAYLOR* AT ONE TIME OR OTHER.

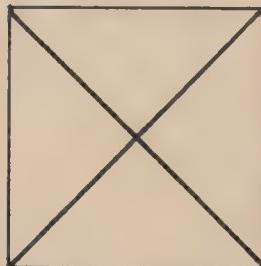
*EX-WIFE OF WASHINGTON'S SENATOR WARNER

SOLUTION TO CONGRESSIONAL **MAZE**



FORGET IT! THERE'S NO WAY A PAGE CAN ESCAPE THE FACTS OF LIFE!!

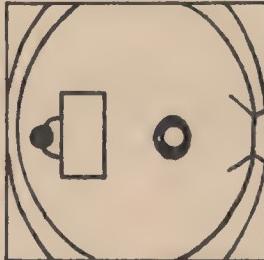
EYE PUZZLER ANSWERS



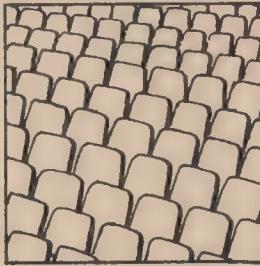
BIRD'S-EYE VIEW OF WASHINGTON MONUMENT



REAGAN BLOW-DRYING HIS HAIR

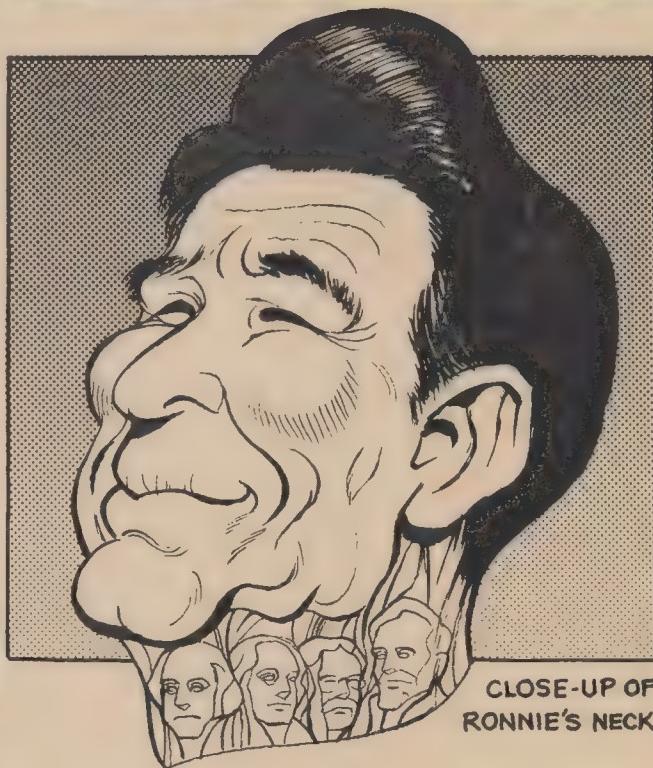


BIRD'S-EYE VIEW OF TIP O'NEILL IN THE OVAL OFFICE



CONGRESS ASSEMBLY HALL SEATS, TEN SECONDS AFTER RECESS IS CALLED!

ANSWER TO WHAT IS THIS?



CLOSE-UP OF RONNIE'S NECK

ANSWER TO
WHAT'S
WRONG
WITH
THIS
PICTURE
?



RUN FOR IT... IT'S AN ABSCAM SET-UP!

ANSWERS TO

QUOTE QUIZ



1. (B)



2. (B)



3. (B)



4. (A) (C) (D)

FLOP, FLOP QUIZ, QUIZ DEPT.

One way filthy rich TV game show producers become even more filthy rich is by spinning their shows off into home-version board games. We think this is outrageous! WE want to be the ones who get filthy rich! So we're offering our new version of a popular game show spinoff. Here's

MAD'S HOME VERSION OF JEOPARDY!

WRITER: J. PRETE

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
TV'S "ODD COUPLE"	SHE IS OFTEN REFERRED TO AS "OLD GLORY"	GROUP NAME FOR YOUNG H'WOOD ACTORS IN FILMS "ST. ELMO'S FIRE" & "THE BREAKFAST CLUB"	SCENE WHERE THE NICARAGUAN CONTRAS' MOST BITTER BATTLE TO DATE HAS BEEN FOUGHT	IN MEXICO: "OLVIDÁRATE DE LAS MILLAS POR GALÓN, CUANTAS PERSONAS CABEN EN EL BAÚL?"	OLD McDONALD HAD ONE
BIG BIRD IS ONE OF THE MOST FAMOUS OF THESE	SCIENTISTS SAY IT ACTUALLY TAKES 23 HRS., 56 MIN. & 4.1 SEC. TO BE COMPLETED	HE WON BEST ACTOR IN 1985	IN NEW YORK CITY, (718) & (212)	IN ITALY: "CHI L'HA APPRESO SULLA 'STUTUA DI DAVID'?"	HE MADE PURPLE RAIN
IT FOLLOWS "THE TONIGHT SHOW" ACROSS MOST OF THE U.S.	IT BEGAN "LONG AGO, IN A GALAXY FAR, FAR AWAY..."	THE FULL NAMES OF THE THREE STOOGES	FOR MANY AMERICANS, HE AND NANCY ARE THE PERFECT COUPLE	IN AUSTRIA: "NA GAUT—SO HABN WIR AN NAZI ALS BUNDESPRÄSIDENT GWÄHLT—DER MANN BRAUCHTE EBEN AN POSTEN!"	SCIENTISTS SAY IT CONTAINS EVERY COLOR IN THE SPECTRUM
THEY BECAME FAMOUS AS "TWO WILD & CRAZY GUYS"	ACCORDING TO THE OLD ADAGE, THIS "KEEPS THE DOCTOR AWAY"	MOVIE INDUSTRY EXPERTS SAY IT WILL PROBABLY TOP \$10 IN 2 YEARS	THE TERM FOR AN ATTACHMENT TO A BILL GOING THROUGH CONGRESS	IN FRANCE: "AU CUL LES AMERLOS! DONNE AUX TERRORISTS CE QU'IL VEULT!"	FEMALE SINGING GROUP OF WHICH VANNA WHITE IS FORMER MEMBER
GERALDO RIVERA FOUND NOTHING WHEN HE OPENED THIS	HE DEFEATED JIMMY CARTER IN 1980	FOR STAR TREK'S CAPTAIN KIRK, IT REPRESENTS "THE FINAL FRONTIER"	AS A TEAM, THE NY METS HIT 127 OF THESE IN 1986	IN LEBANESE: لبنان! قوي! قوي! قوي! قوي! قوي!	CHAKA KHAN AND WANG CHUNG, FOR EXAMPLE

(ANSWERS ON REVERSE)

MAD'S HOME VERSION OF JEOPARDY! ANSWERS

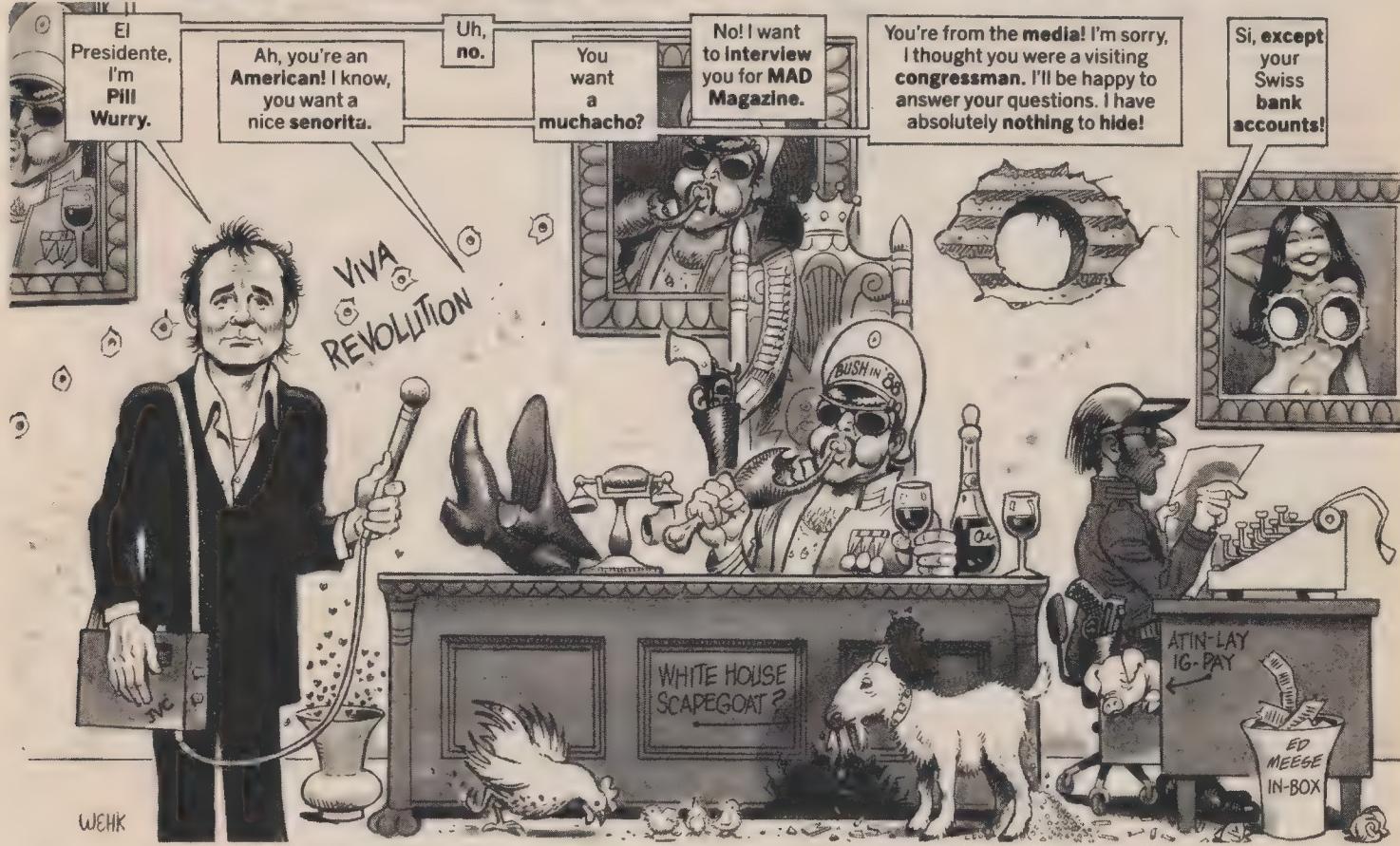
And remember, your answer MUST be in the form of a question!

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
WHO ARE DIANE SAWYER & MORLEY SAFER?	WHO IS JOAN COLLINS?	WHO ARE THE HAS-BEENS?	WHAT IS THE UNITED STATES SENATE FINANCE COMMITTEE ROOM?	WHAT IS, "FORGET ABOUT THE GAS MILEAGE, HOW MANY PEOPLE CAN FIT IN THE TRUNK?"	WHAT IS A GOITER?
WHAT ARE JOAN RIVERS LOOKALIKES?	WHAT IS THE SUPER BOWL'S PRE-GAME & WRAP-UP SHOW?	WHO IS KLAUS VON BULOW?	WHAT IS THE NO. OF FELONS ARRESTED EVERY HOUR, & THE NO. OF THOSE WHO WILL EVER SEE THE INSIDE OF A JAIL?	WHAT IS, "WHO HUNG THAT ON THE 'STATUE OF DAVID'?"	WHO IS THE CHIEF ENGINEER AT CHERNOBYL?
WHAT IS 10 MINUTES OF FOOLING AROUND WITH YOUR WIFE?	WHAT IS THE LIFE STORY OF RONALD REAGAN?	WHAT ARE "DAN RATHER," "PETER JENNINGS" & "TOM BROKAW"?	WHO IS SLUGGO?	WHAT IS, "OK, SO WE ELECTED A NAZI PRESIDENT OF OUR COUNTRY. THE MAN NEEDED A JOB!"	WHAT IS CYNDI LAUPER'S HAIR?
WHO ARE OLIVER NORTH & JOHN POINDEXTER?	WHAT IS NO MEDICAL INSURANCE COVERAGE?	WHAT IS THE PRICE OF A MEDIUM-SIZE POPCORN, NO BUTTER?	WHAT IS A BRIBE?	WHAT IS, "SCREW THE AMERICANS! GIVE THE TERRORISTS WHATEVER THEY WANT!"	WHO ARE THE POINTER SISTERS?
WHAT IS HIS FAN MAIL FILE?	WHO IS JIMMY CARTER?	WHAT IS LT. UHURA'S BEDROOM?	WHAT ARE OPPOSING PLAYERS, ABUSIVE FANS AND OFF-DUTY HOUSTON POLICEMEN?	WHAT IS, "AM I CRAZY, OR WAS THAT ANOTHER CAR BOMB?"	WHAT ARE TWO SOUNDS MADE BY OPRAH WINFREY WHEN PUTTING ON HER PANTYHOSE?



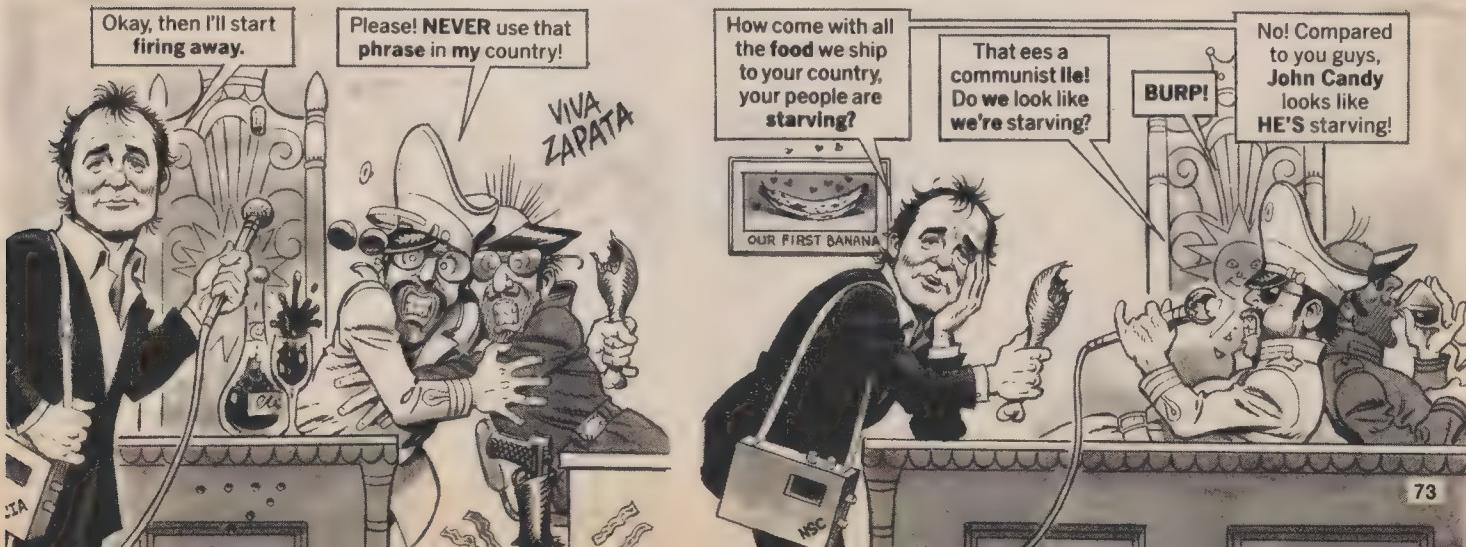
Many Americans are deeply concerned over our ever-increasing involvement in Central America. An even greater number are concerned with who's the father of whose baby on *Dynasty*! Reading this article ain't gonna shed light on either of these problems, but join us anyhow as we interview Generalissimo Toro Manuro, of the Republic of El San Banana, who has been selected as Mad's

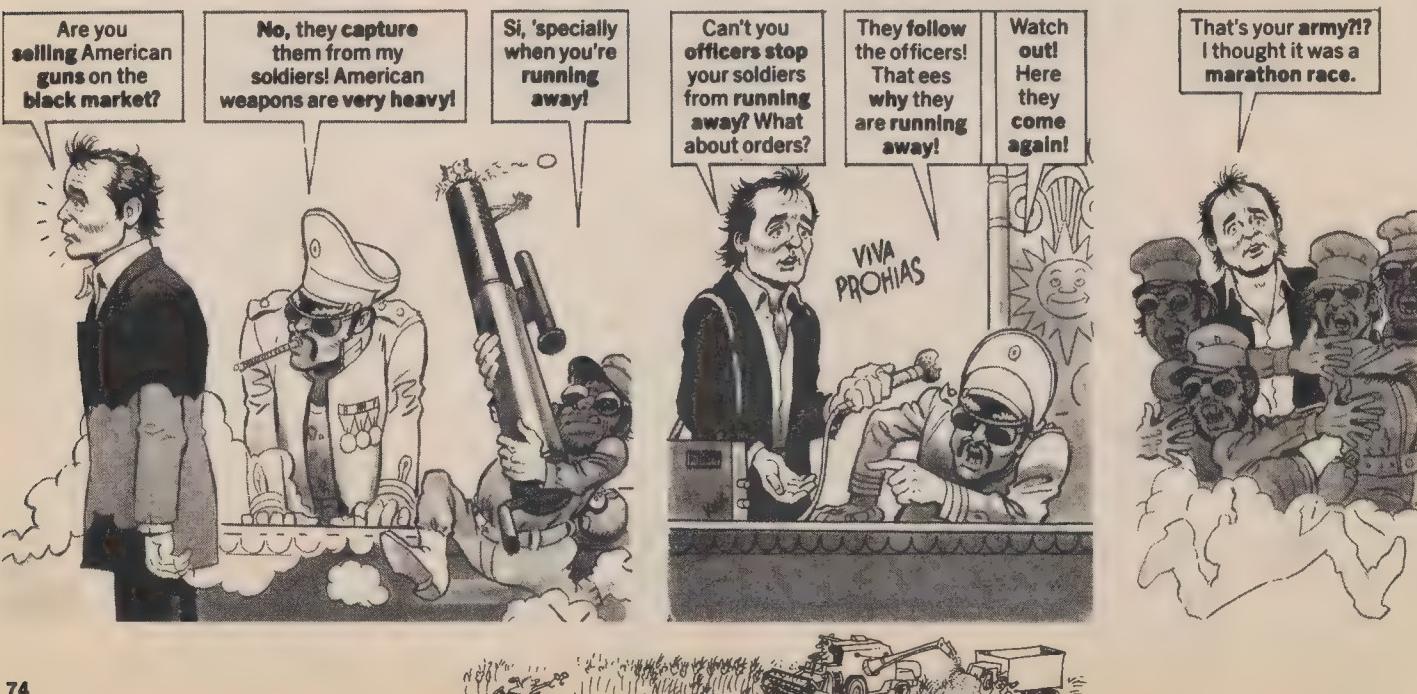
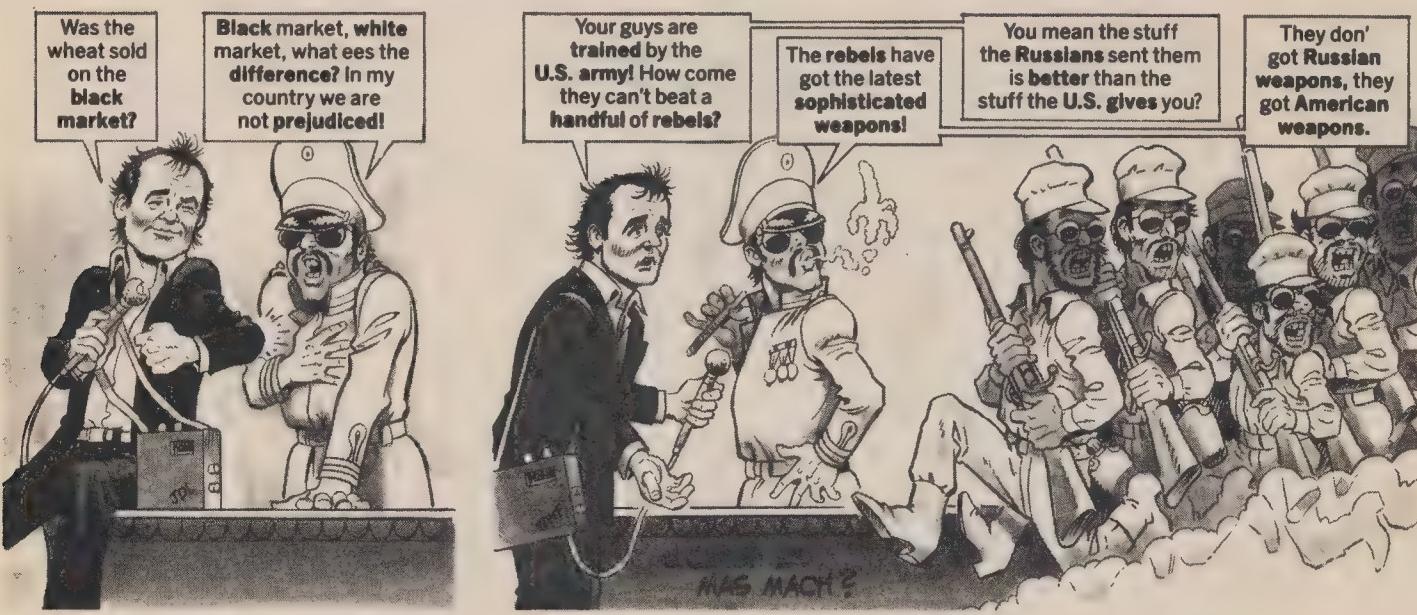
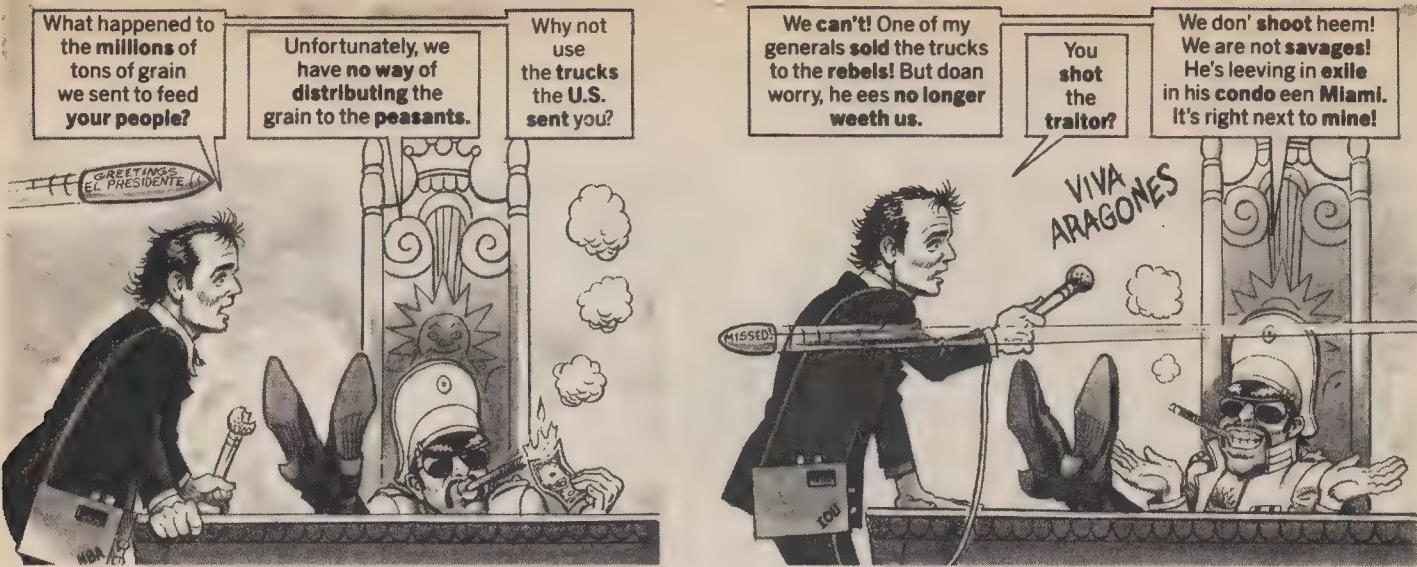
BANANA REPUBLIC PICKED UP DORIT OF THE YEAR

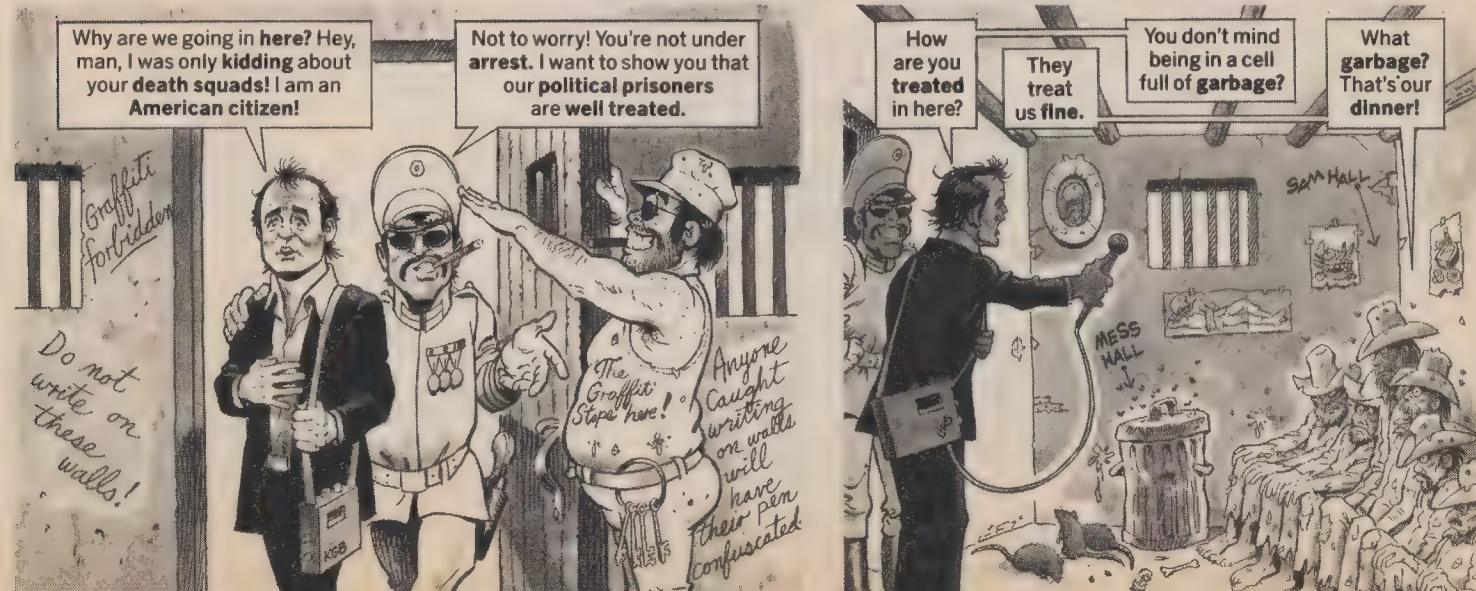
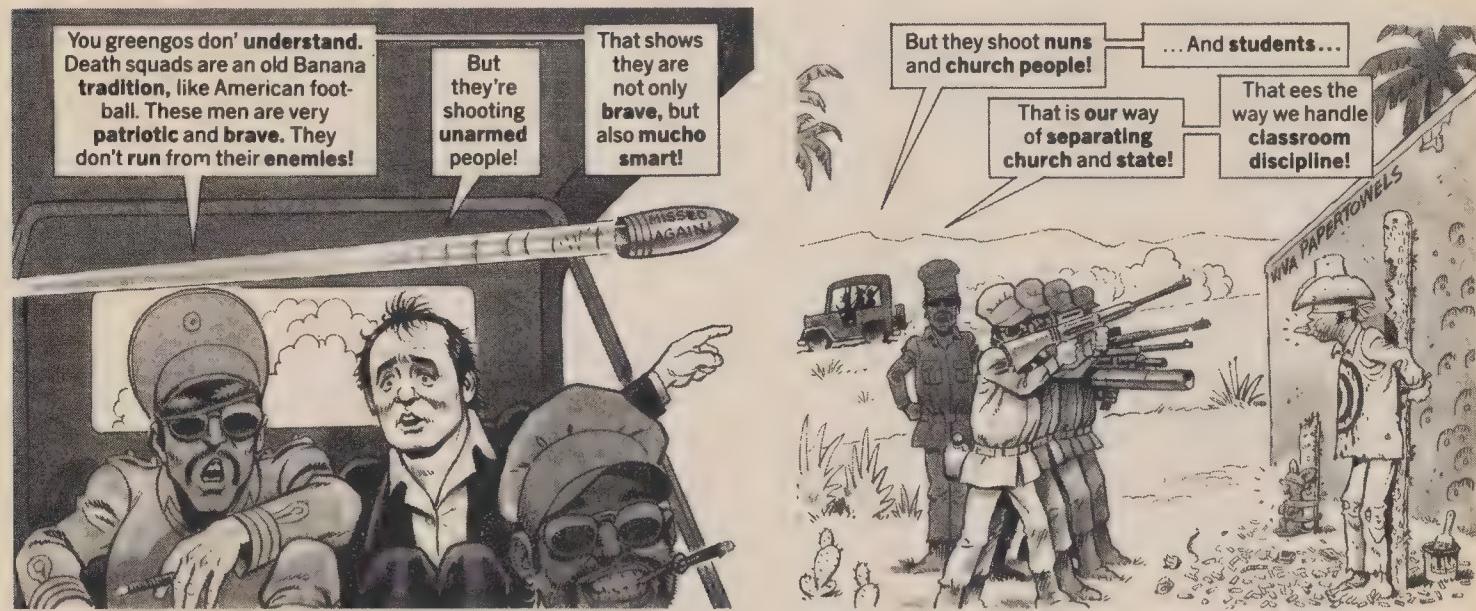
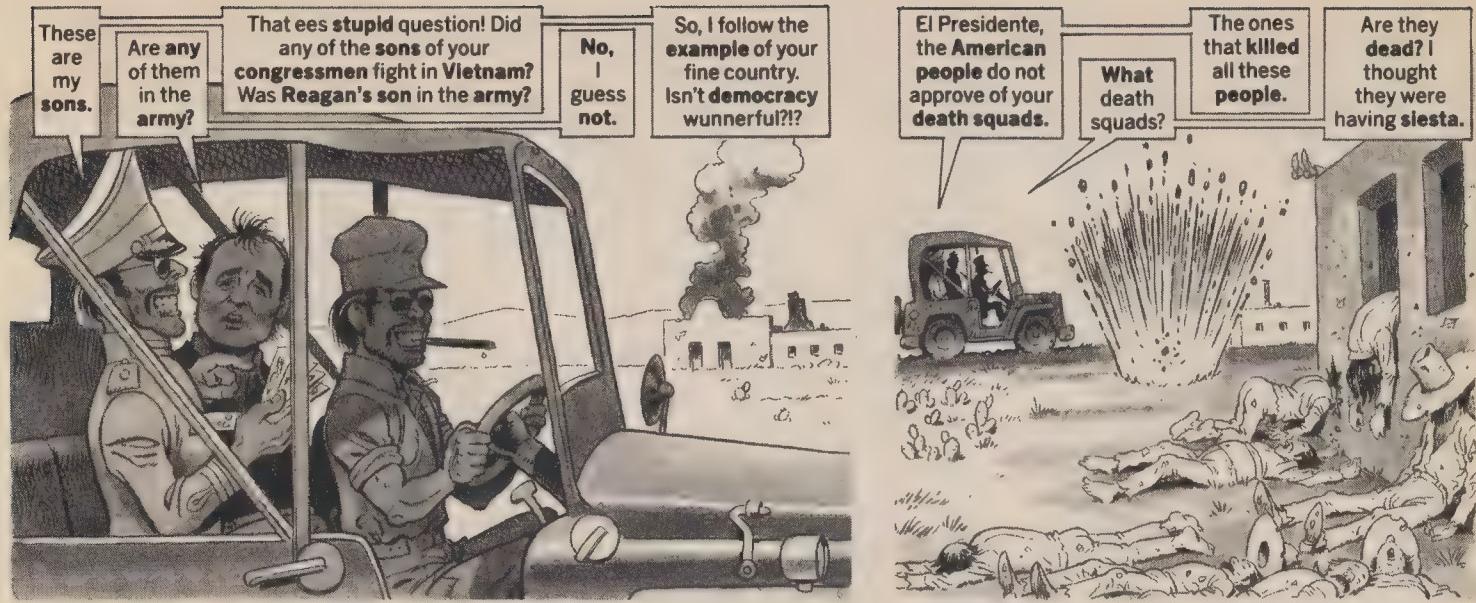


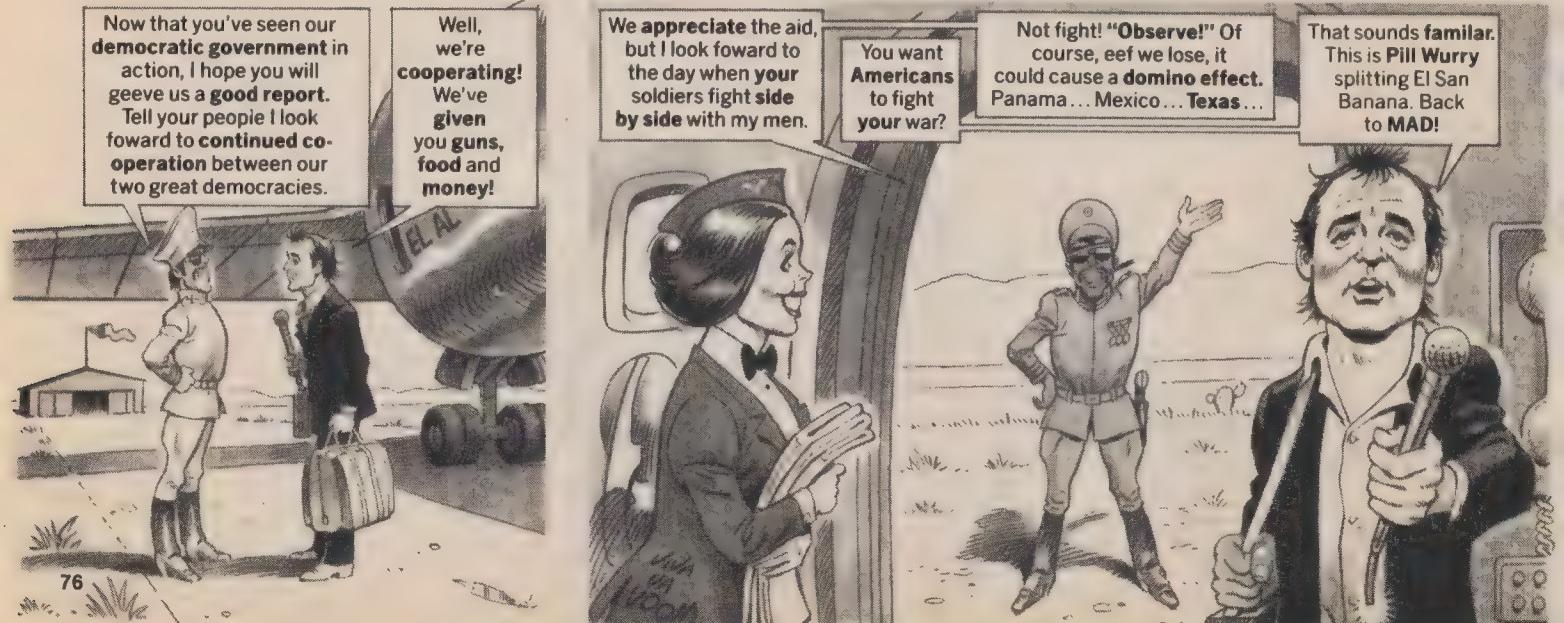
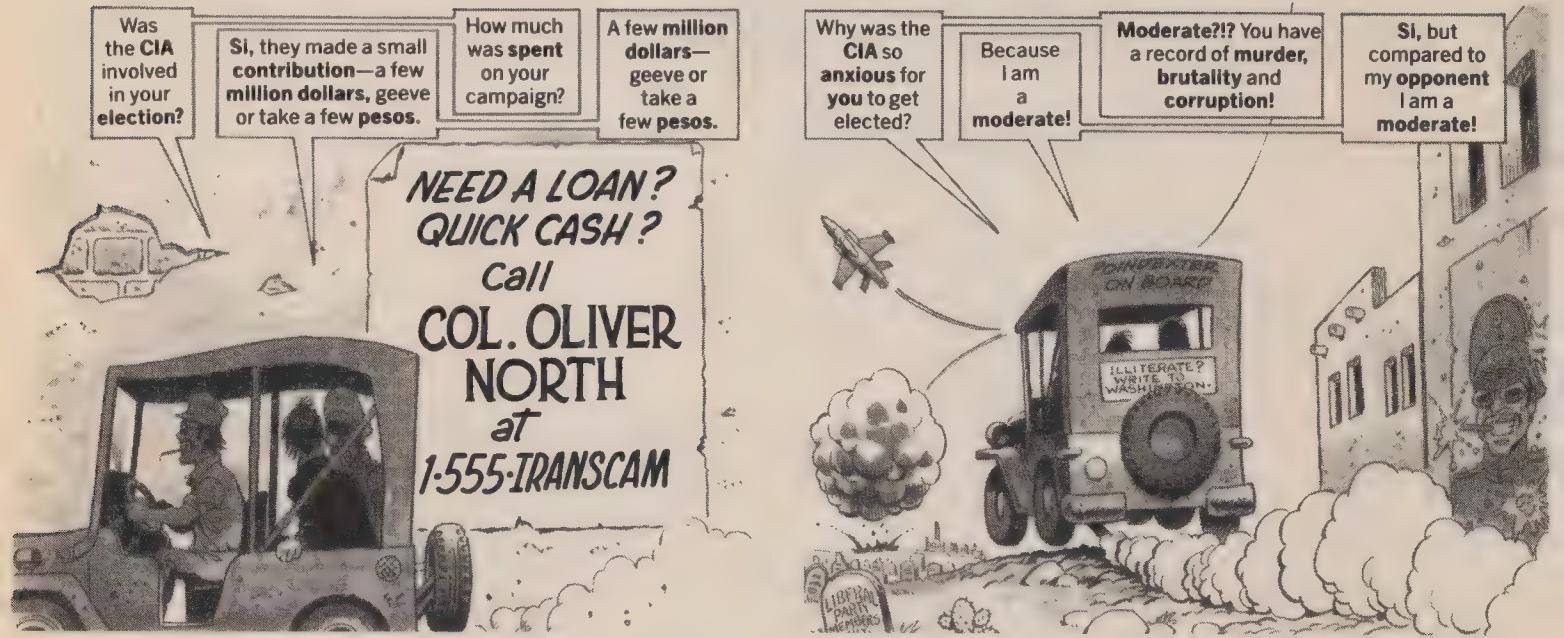
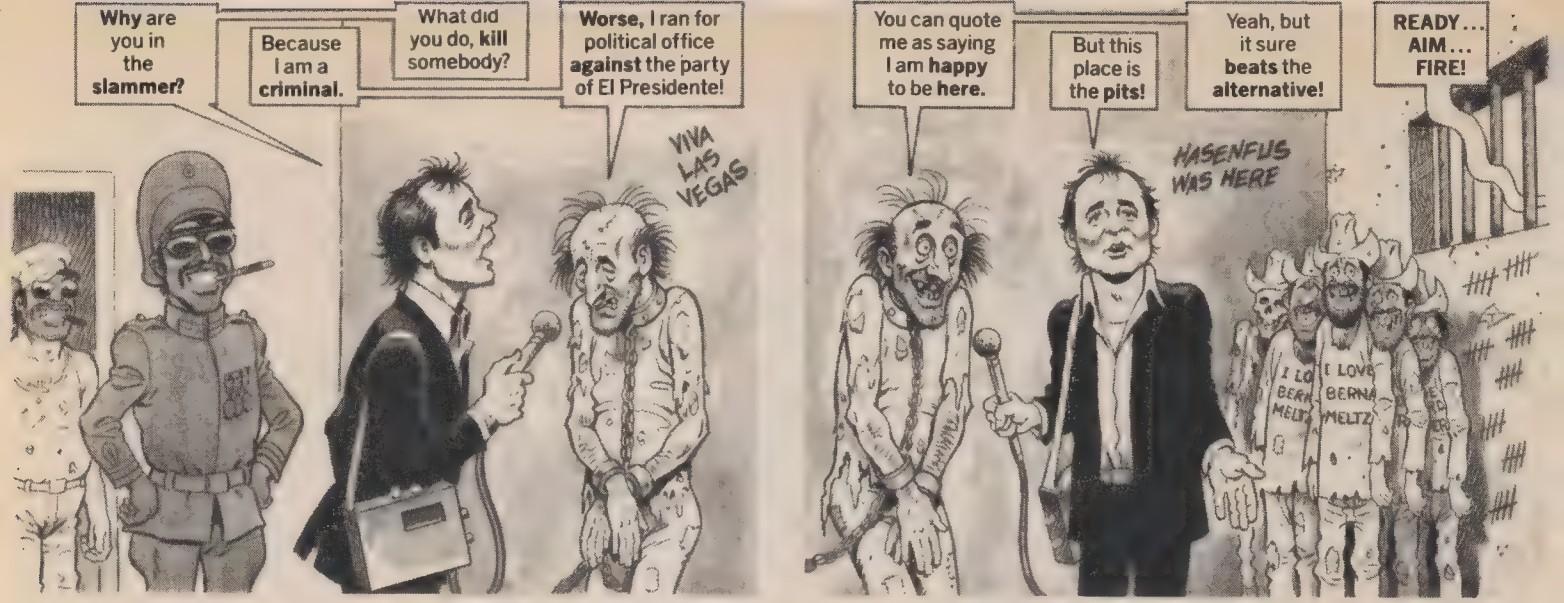
ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: LOU SILVERSTONE











A MAD PEEK BEHIN PEE-WEE'S

I've never met Pee-wee. What's he like?

Imagine if Jerry Lewis and Cyndi Lauper had a child...that was dropped on its head at birth!

Pee-wee's voice is two octaves higher than it should be.

How would you describe the show?

It's sort of a combination of Soupy Sales and an LSD trip!!

That's because his pants are two inches higher than they should be!

Every week Pee-wee has a cow wearing pearls looking in his window!

Yeah, talk about milking a gag!

Do you have any suggestions for this week's secret word?

How about "intelligence"?

Come on! Who's going to use a word like that around here?!

Hi, Reba, thanks for courteously delivering all my mail on time and in undamaged condition.

You're welcome, Pee-wee, but remember, this is a fantasy show. Nothing like this happens in real life!

The art department needs more supplies.

Crayons? Paper?

Drugs!

U.S. MAIL

AND THE SCENES AT PLAYHOUSE



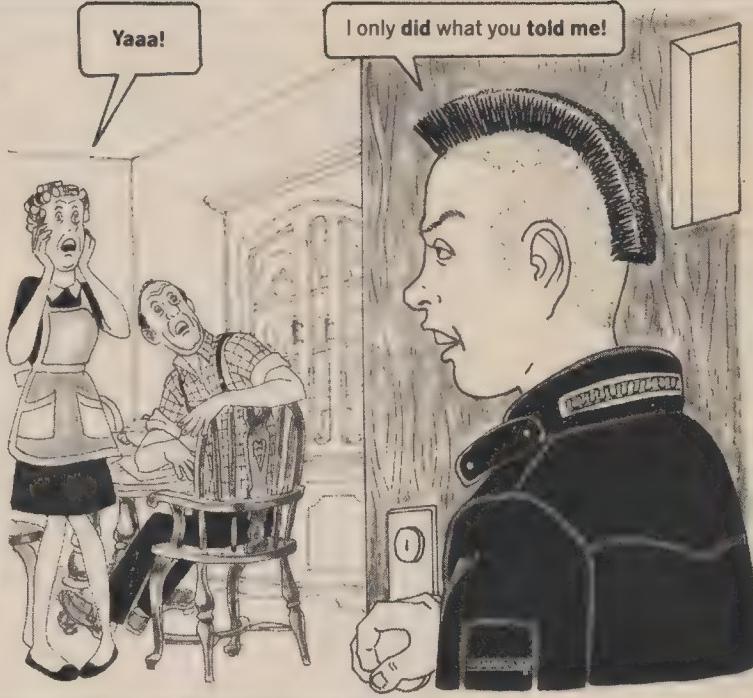
OBEDIENCE

Norman, it's past six! Do you know where Teddy is?

Yeah! I got sick of looking at him with his hair down to his shoulders! I told him if he doesn't get a short haircut, he's docked for a week!

Yaaa!

I only did what you told me!



BERG'S-EYE VIEW DEPT.

ADDICTION

Ever since you got that VCR, all you kids do is rent tapes and watch them over and over!



And most of them are either junk or filth! "Friday the 13th," "Rambo," "Porky's,"—didn't any of you ever hear of the art of conversation?

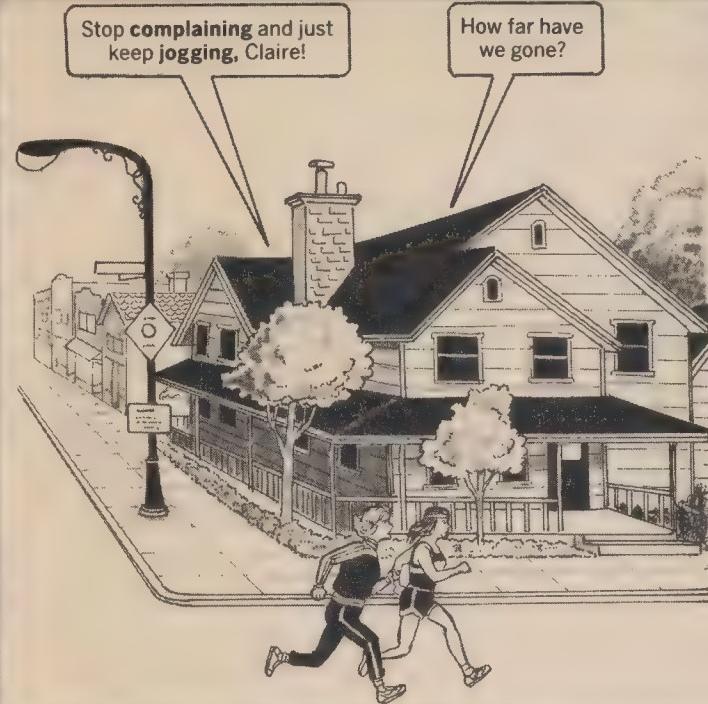


No...

Where can we rent it?



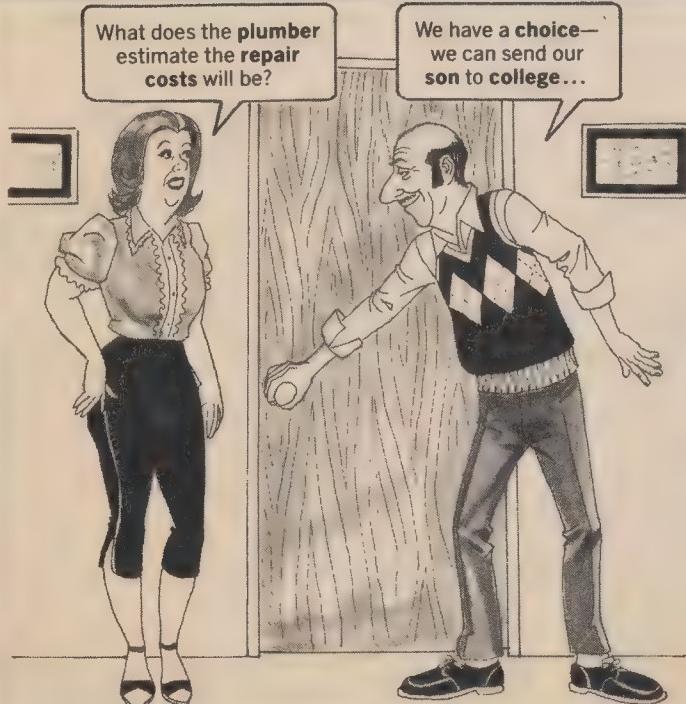
EXERCISE



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

INFLATION



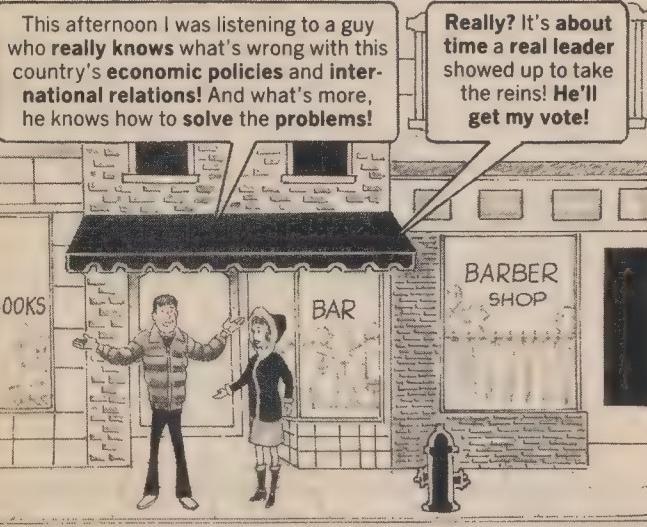
SPORTS FANS



LANGUAGE



POLITICS



APPRECIATION



You did what?! Do you realize how hard I have to work just to make ends meet? For the last six weeks I've been putting in overtime so that this family can eat well and maintain our level of lifestyle!

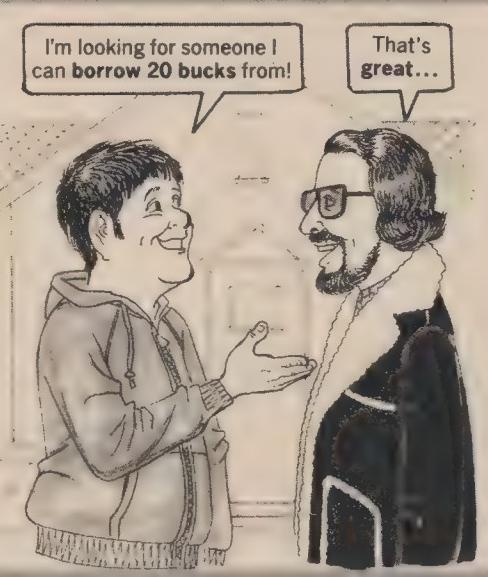
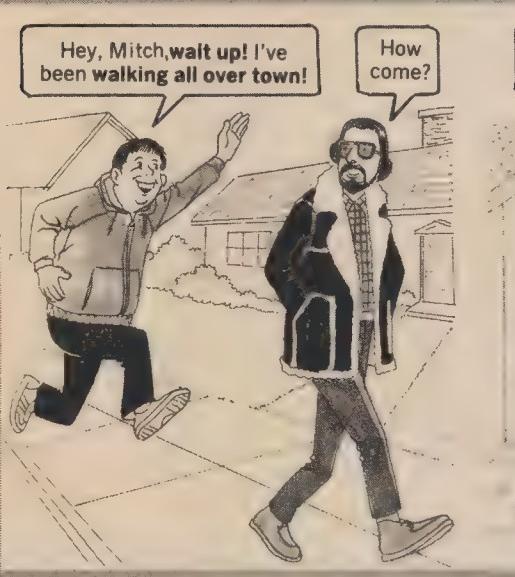
So tell me, "Miss Million Dollar Wardrobe," what have you got to say?



LOTTERIES



TIMING



MEMORY



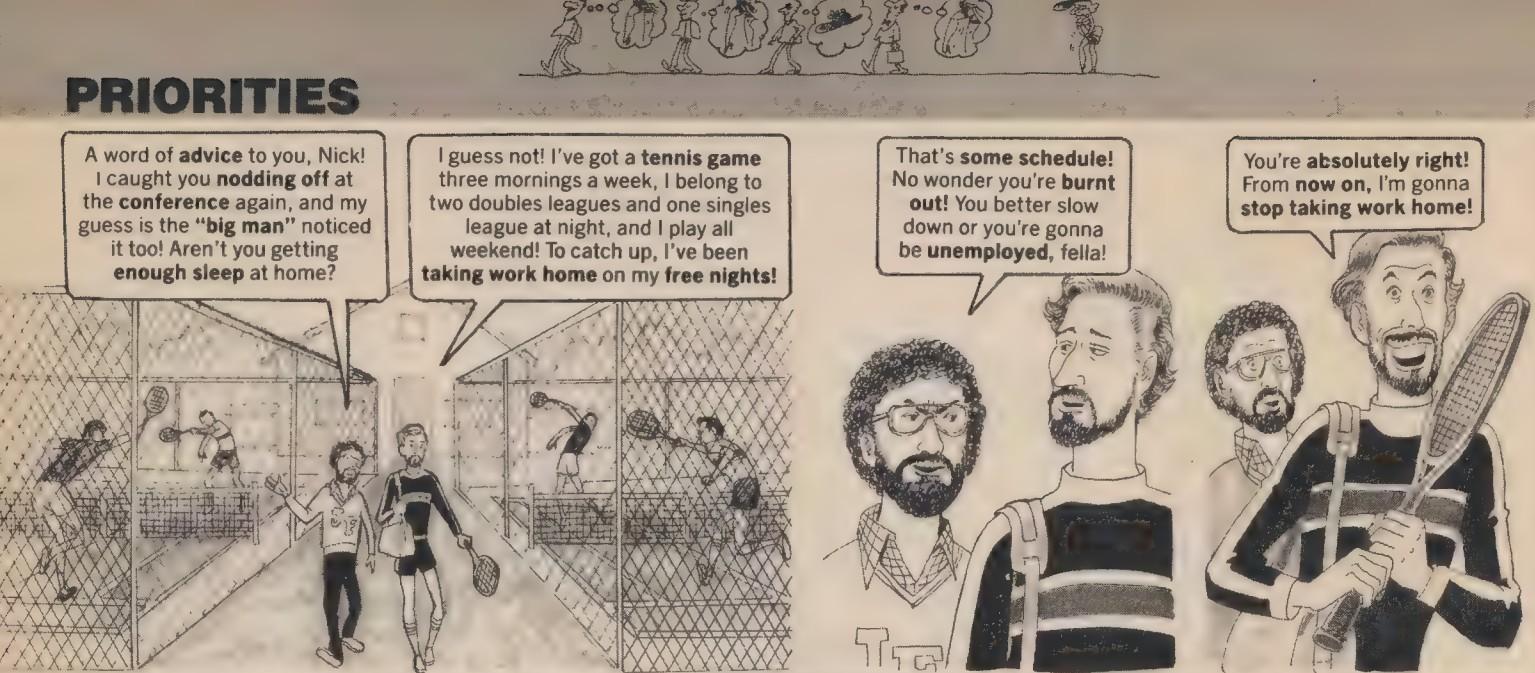
Surprise! Today is the tenth—our wedding anniversary! And here's something to show you that I'll always remember this very special day, my love!

This is a surprise, Scott!

The tenth is the anniversary of your first marriage!



PRIORITIES



COMMUNICATION



DOCTORS



*Once upon a time, there was a Mommy, a Daddy and a good little girl...and that was about 1 million years ago! Times have changed! TV and movies have kept up with current reality, but books for kids are way behind! Nowadays, kids don't bring home stray cats and live happily ever after! We know what *really* happens—the kid breaks out in a horrible rash, the furniture gets clawed to shreds, and the kitty chokes on a hairball! It's time to bring young readers into the real world! So we present...*

Kad's Updated Children's Books

ARTIST: GEORGE WOODBRIDGE

WRITER: MATTHEW T. SMITH

A HANDGUN FOR HARRIET

*By Beaverly Cranky
42 pages; Random Shot House
\$11.95 (Ages 8 to 12)*

A NAUGHTY little girl cures her younger brother's thumb-sucking problem in this gentle and reassuring story. Realistically illustrated.



BEN BAILEY DOESN'T FLOSS

*By Toothie de Pullola
27 pages; Spitner's
\$7.95 (Ages 3 to 8)*

BEN Bailey's poor oral hygiene causes his teeth to turn green and mossy and drop out one by one. This charming picture book is a humorous and delightful way to frighten impressionable young children into proper dental care. The latest work by the award-winning author of *Billy Doesn't Bathe*.

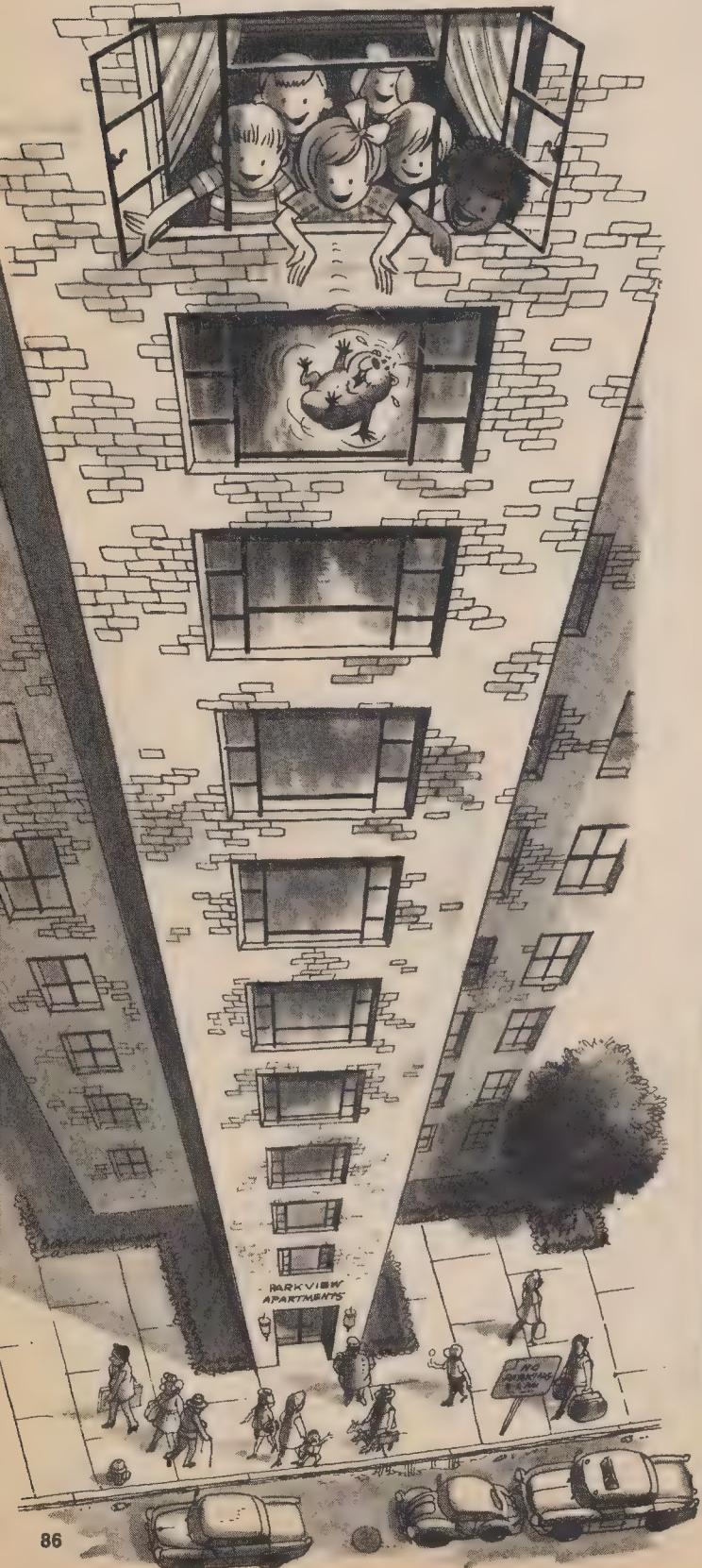
HAMSTERS DON'T FLY

By O.Y. Vey

58 pages; Little, Brown Animals

\$9.95 (Ages 6 to 21)

A GROUP of first graders home from school put their theories about gravity to the test from a friend's tenth-floor apartment. Illustrated in full color.



CREEPY HOWARD

By Shelved Silverspleen

14 pages; E.P. Dullwitted

\$12.95 (Ages 6 to 9)

A CRUEL joke embarrasses a bashful country boy on his first day in school. Will he grow to overcome his shyness and make friends—or will he bring his softball bat to school and take the law into his own hands?

TABBY HAD PUPPIES!

By Morose Sendback

62 pages; Holeton Mutant

\$7.95 (Ages 8 and up)

YOUNG Jim Feisterbrat uses his Apple home computer to reprogram the genetic structure of the family cat—with zany results.

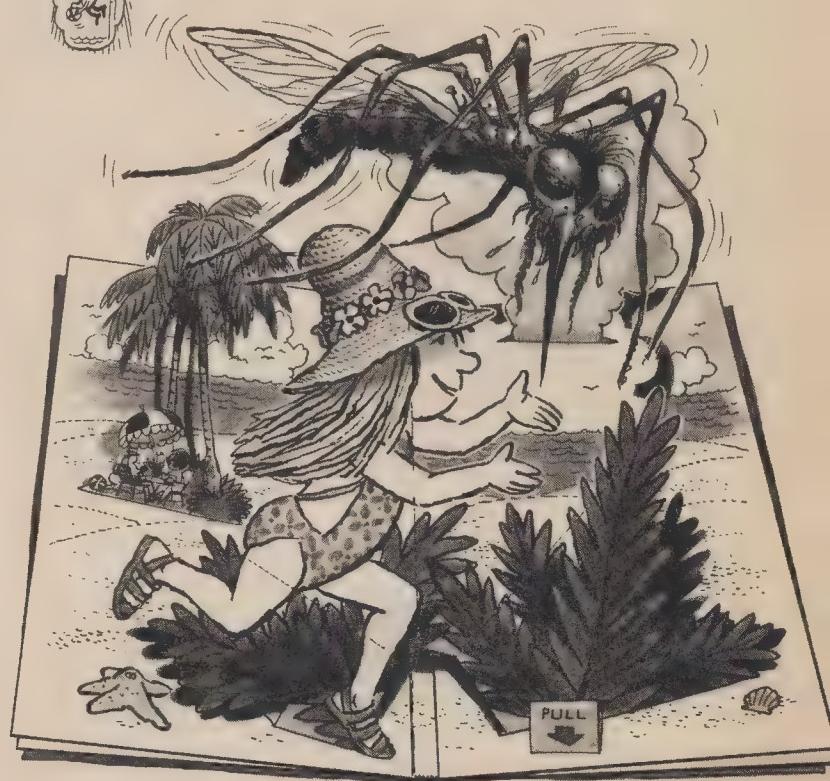




DOLLY AND THE MOSQUITO

By William Sting
30 pages; Scholastic Swamp
\$19.95 (Ages 3 to 8)

WHILE on vacation in Florida, young Dolly Pepper befriends Morris the Mosquito and contracts malaria in the process. A "pop-up" picture book for beginning readers.



MUFFY'S MYSTERY

By A.A.A. Enlim
122 pages; Gee Pee Tantrum's Sons
\$27.95 (Ages 2 to 10)

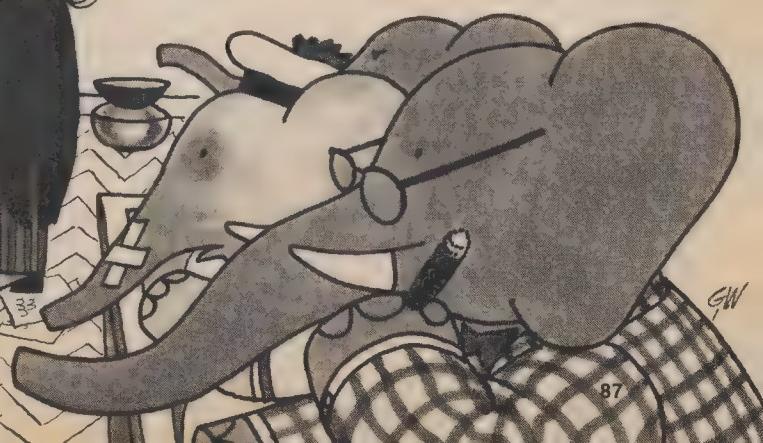
PRE-TEEN sleuth Muffy Hildebrandt is hot on the trail of the mysterious prankster who stole her Uncle Bob's blood pressure pills and replaced them with salt tablets. A warm and whimsical whodunit for young children.



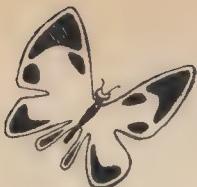
TERRIBLE TOM'S DAY IN COURT

By Jean de Brouhaha
114 pages; Wapner & Row
\$13.95 (Ages 7 to 8)

TERRIBLE Tom is the biggest boy on the playground and the meanest bully in school—until an enterprising young victim learns to fight back, slapping Tom and his parents with a six-figure lawsuit.



PUTTING THE VOLUME DOWN DEPT.



THE MAD DECIBEL

0 dB

25 dB

50 dB

75 dB

100



110 dB



...is the average volume of the worst singer in any given church congregation.

15 dB



...is the maximum level at which a person can listen to Barry Manilow before the onset of pain.

70 dB



...is how much the noise level in a typical classroom drops when the teacher announces a surprise quiz.

60 dB



...is the amount of "potential noise" stored up inside a stalk of celery, waiting to be unleashed.

.75 dB



...is the voice level of a guy asking a girl out on a date for the very first time.

68 dB



...is the difference in volume between the All-Nite Movie and "Bonzai Bob's" used car commercials.

47 dB



...is the amount of background hiss on a non-AT&T phone line you must put up with in order to save 30% to 60% on your long-distance bill.

2 dB



...is the amount of noise made by the average housefly (95 dB is the amount of noise made by the same housefly exploring your ear at 3 A.M.)

5 dB



...is the amount of late-night "mystery noise" required to throw the average city-dweller into a state of panic.

ARTIST: BOB CLARKE

BEL (dB) SCALE

dB



150 dB

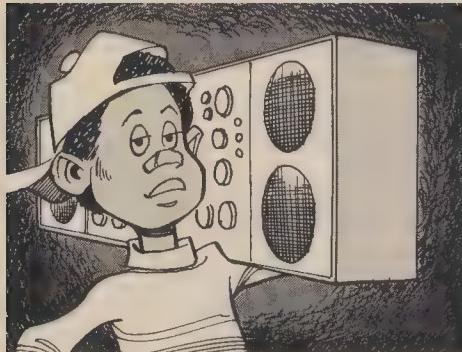


175 dB



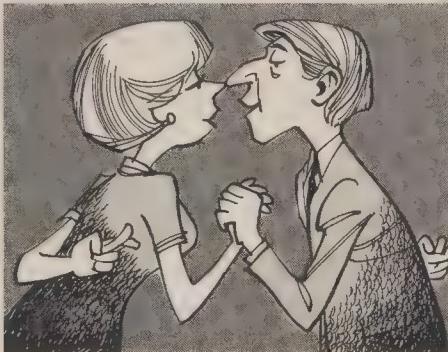
200 dB

599 dB



...is the lowest volume setting on a "boom box."

28 dB



...is, for lovers, the sound level below which nothing said by either party should be believed.

.025 dB



...is the sound level of an engine noise at the time when noticing it could save you massive repair costs.

60 dB



...is how much louder a police siren seems when you are the one being pulled over.

40 dB



...is how much louder your stomach growls when it knows you're alone with a date.

599 dB



...is the cumulative amount of "breathless swooning" emitted by Robin Leach in one episode of "Lifestyles of the Rich And Famous."

35 dB

WRITER: MIKE SNIDER



...is the amount of distortion on a top 40 station you're never quite sure is part of the music or just your cheap radio.

59 dB



...is how much louder an American tourist thinks he has to talk to make a non-English speaking person understand him.

2,198 dB



...is the cumulative sound made by MAD readers across the country groaning upon seeing yet another stupid "meter or scale" article.

THE PLOY'S THE THING DEPT.

CLEVER WAYS TO GET OUT OF

RUNNY NOSE

HANGING PETUNIAS!
HOW ORIGINAL!



GARLIC BREATH

AH, AN ORIGINAL 1972
SHEET ROCK CEILING!
A RARE FIND INDEED!



AN OPEN ZIPPER

INSTEAD OF CHARADES,
LET'S PLAY HIDE AND SEEK--
I'LL START COUNTING!
1...2...3...4...



DROOPY PANTYHOSE

OOOPS!
DROPPED MY
HANKY!



EMBARRASSING SITUATIONS

DOGGY-DOO SHOES



LIMITED ATHLETIC ABILITY



DANDRUFF



GAMY ARMPITS



Every once in a while, a new movie comes along that's funny, clever and in good taste. Maybe one day we'll be lucky enough to see one! Until then, we'll just have to take whatever Hollywood throws up to us as we try to stomach...

THE WRETCHES OF ECCHFLICK

I'm Spookie Witchmeat! In college I majored in fertility! My husband left me because every time we had sex I got pregnant! How fertile am I? I gave birth on the first date!

I'm Jade Boffer! I teach music at the local school! I used to lack self-esteem, but Drool's changed all that! He's filled me with so much lust and desire that now I'm proud to be a bimbo!

I'm Abracadabra Bedbird, one of Drool's sexual conquests! To me, he's gross, vulgar, sickening and emotionally retarded! Lucky for him I'm a pushover for men who are gross, vulgar, sickening and emotionally retarded!

I'm Drool Van Horny, but my friends call me Satan! I'm Ecchflick's one and only sex-crazed, supernatural weirdo! I love flaunting my wealth and power, and when I don't get what I want, I plead and whine and carry on something awful until they come across! The way I see it, if I bomb out here, I can always make it as a televangelist!

IIIQF
DRUCKER



Operator, we're three girls alone in this big house and we just got an obscene call! Of course this is a complaint! We were cut off in the middle of a heavy breath! Can you please trace it and re-connect us?

Boy, that gets me mad when we get disconnected!

Well, look at the bright side. At least our toll-free 800 number is starting to pay off! I get to answer the next one!

How about if we use our occult powers, invoke a mystical spell and create a Galahad or a Prince Charming?

No one will believe it!
That we can really do it?

No, that three babes with our bodies and looks are hard up for dates on a Saturday night!



ARTIST: MORT DRUCKER



WRITER: FRANK JACOBS

Obsessia, I just heard a mysterious stranger bought the Lummax Mansion!

NO, NOT THAT! OUR LIVES WILL BE RUINED! OUR TOWN WILL BE DESTROYED! WE'RE HEADED STRAIGHT FOR HELL!

She really seems upset! She's shouting in capital letters!

You should have heard her when the gay bar opened! She screamed in italics!

Some perfect man we've created! He's gross, slobbering and drunk! Are we that stupid?

No—that desperate! Just listening to him is revolting!

To us it's revolting! To him it's foreplay!



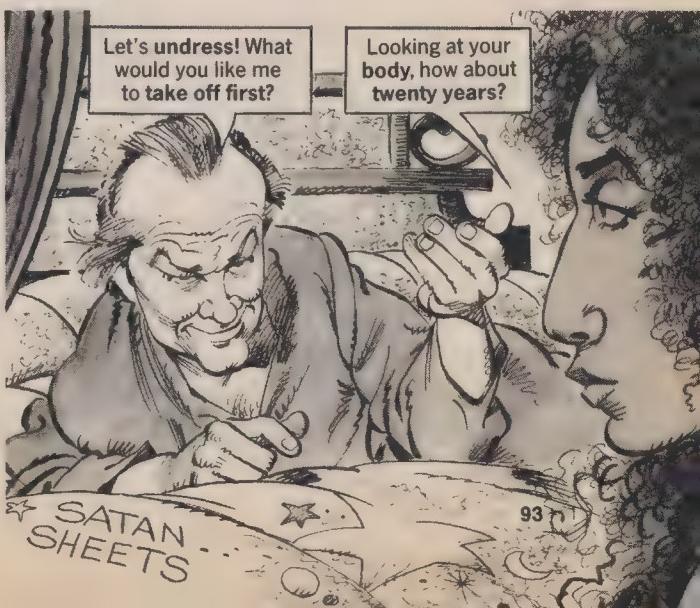
You're disgusting, yet I feel drawn to you! Why?

Because I can look into your soul! I can see how you've been held back by lesser mortals who've prevented you from being a complete woman!

Then you know about Sonny Bono!

Let's undress! What would you like me to take off first?

Looking at your body, how about twenty years?



Heed my warning!
Drool Van Horn has
brought sin and evil to
Ecchflick!

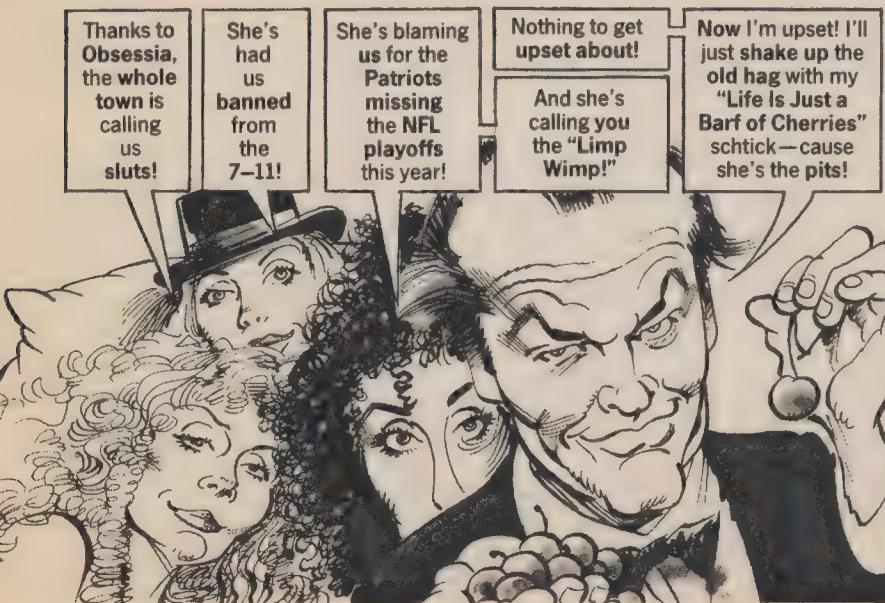
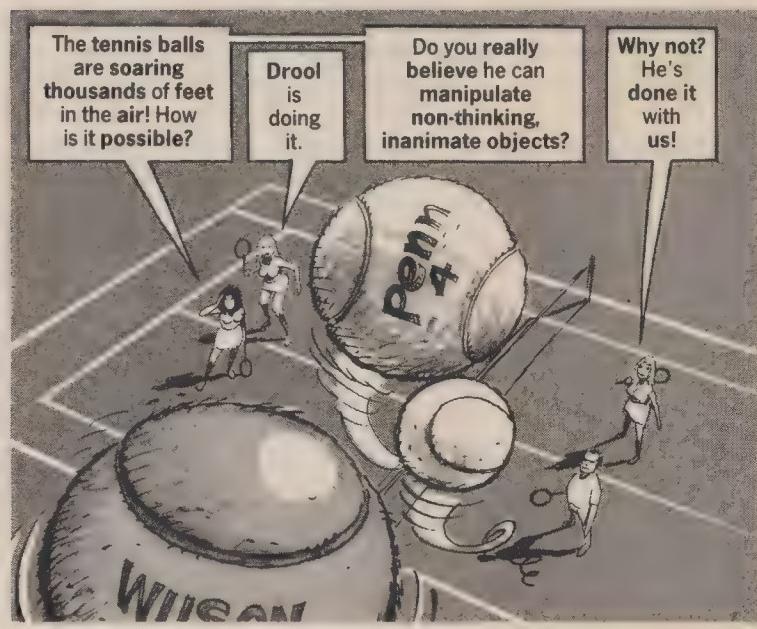
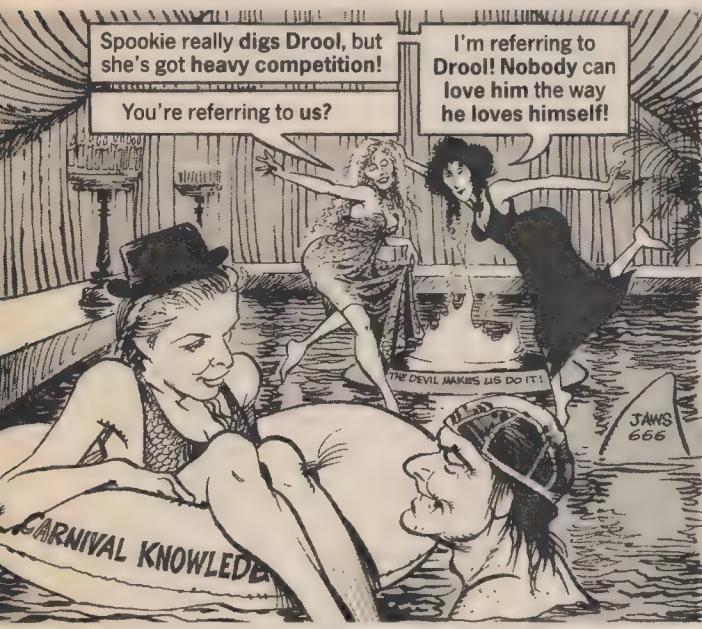
Try to calm your self, Obsessia!

I see terrible things for our town! Condom ads! New Coke! George "The Animal" Steele! The Yugo! Tammy Bakker! Smurfs! The Sports Illustrated Swimsuit Issue!

I sure hope she gets back to normal behavior!

You are some incredible teacher...
The playing, the fiddling, the stroking, the fingering...incredible!

Thanks! Now do you want to try it WITH your cello?



Clod just killed Obsessia, and you made it happen, Drool! How did you get your evil insane power?

Through reincarnation! In my first life I was a hopeless drunk in "Easy Rider"! Then I reincarnated as a radical weirdo in "Five Easy Pieces," was reborn as a nut case in "One Flew Over the Cuckoo's Nest" and came back again as a homicidal maniac in "The Shining"!



Why is Spookie bent over in pain?

Because Drool is sending destructive impulses through the atmosphere to her body!

Gee, if he had only sent them by the U.S. Postal Service—she never would have received them!

I'm sorry but we can't help her. She doesn't have the "mysticism curse" rider in her Blue Cross policy...



We created Drool! Now we must destroy him by using this voodoo doll! I'll stick a pin in his leg to cause incredible pain...

And I'll stick a pin in his arm to cause even more pain. What are you going to do, Abracadabra?

Let me think... Hmm— I have this electric pencil sharpener...



We'll jab him until he screams in pain!

When I said "Give from way down deep," this isn't exactly what I had in mind!

Make him vomit until he coughs up a major organ—and moviegoers cough up their Goobers!

Something tells me there was something wrong with those cherry pies I made for the church bake sale!

I got that yucky stuff over half my face!

The worst part is the Bible says we gotta turn the other cheek!



...And finally obliterate him!

BLAM!

Drool's back in the supernatural world and each of us has his child! Do you think people will know he was the father? After all, the babies do look like Drool!

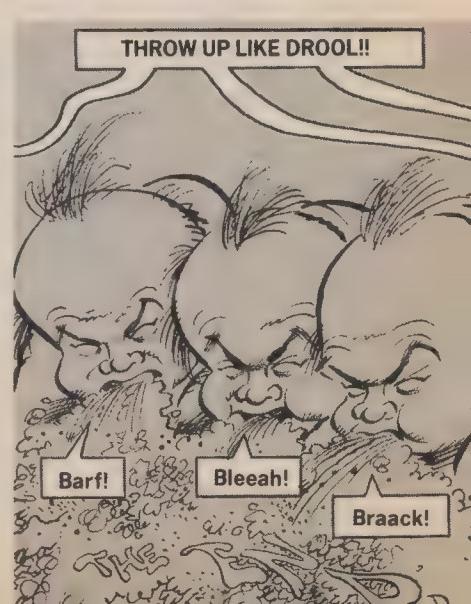
And sound just like Drool!

And especially...

THROW UP LIKE DROOL!!



FROM THE MOUTHS OF BABES



AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

- I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
MAD Pins shown above absolutely free!
- I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official
MAD Logo Pin absolutely free!
- I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!
- CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your
name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$48.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

**WHAT PREDATORY
CREATURE MOST
THREATENS THE
SURVIVAL OF
ENDANGERED
SPECIES?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Predatory creatures are everywhere.
To find out which one is the most
dangerous of all, just fold in page



FOLD PAGE OVER LIKE THIS!

A>

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**Fearsome predators spend hour after hour
looking for prey. When one of them discovers
a likely victim, he attacks viciously.**

ARTIST & WRITER:
AL JAFFEE

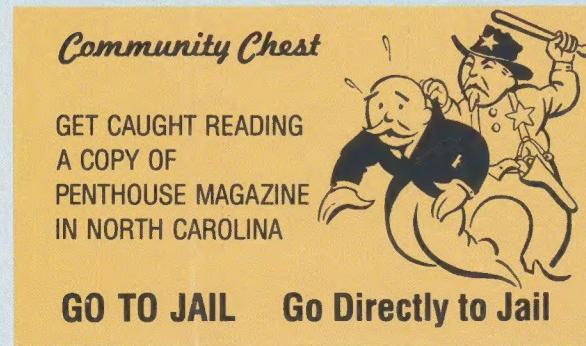
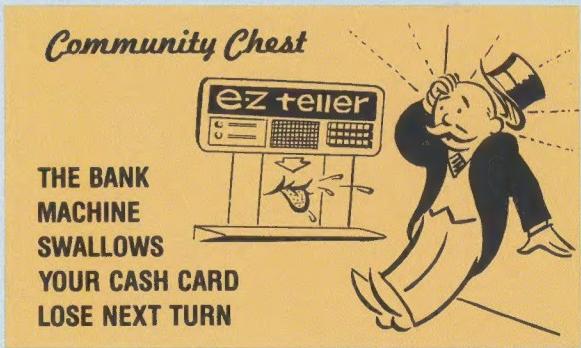
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◀ B

MAD

MONOPOLY

CARDS FOR THE 1980'S

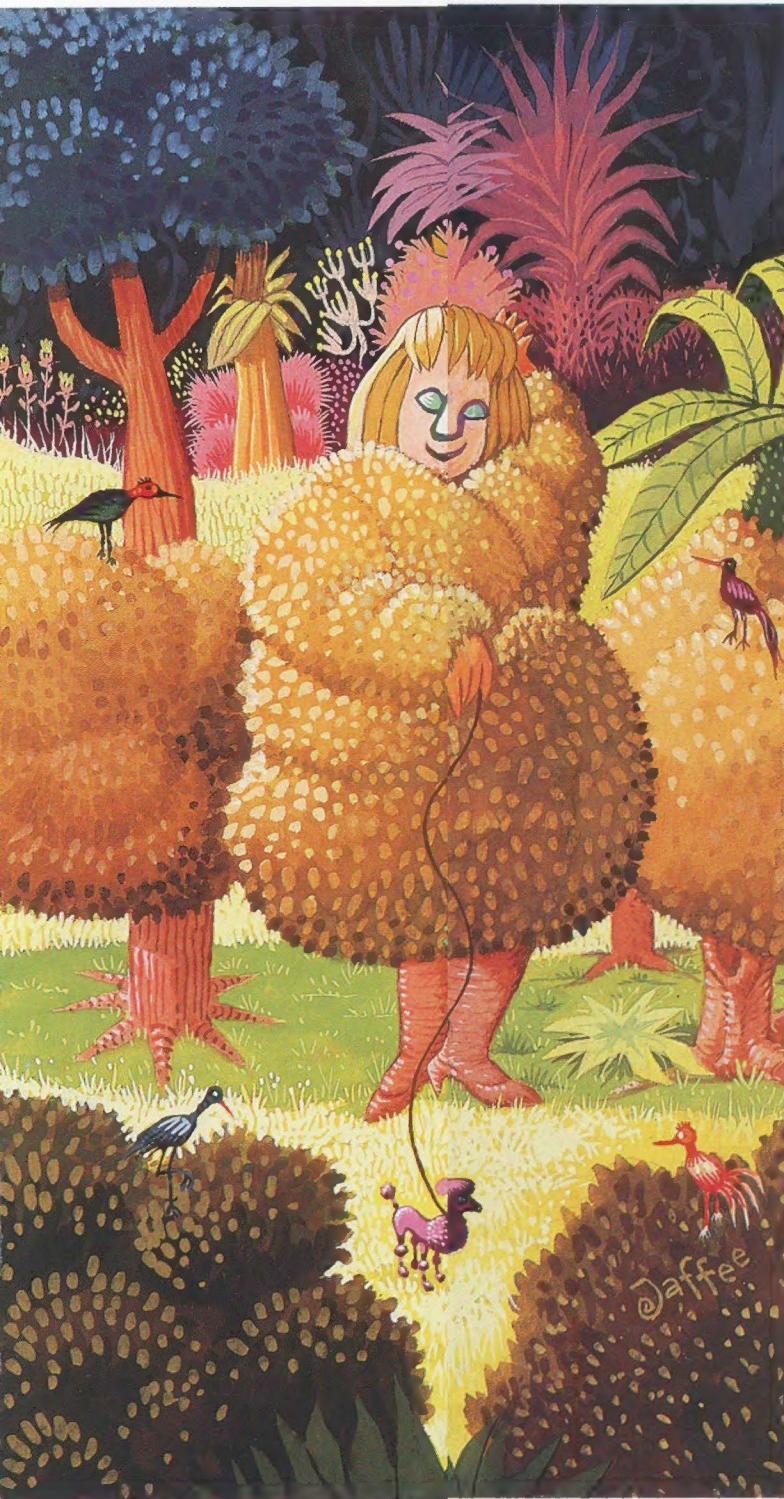


**WHAT PREDATORY
CREATURE MOST
THREATENS THE
SURVIVAL OF
ENDANGERED
SPECIES?**



FOLD PAGE OVER LIKE THIS!

A ► B FOLD BACK SO "A" MEETS "B"



Jaffee

**Fur
lovers**

ARTIST & WRITER:
AL JAFFEE

A ► B